



## **Local Broadcast Stations Tap HipCricket to Deliver Mobile Alerts to Listeners and Viewers**

*Television and Radio Stations Around the U.S. Leverage Alerts to Provide Valuable and Localized Breaking News to the Mobile Handset of their Audience Members*

Bellevue, WA - January 17, 2008 - HipCricket Inc., a pioneering mobile marketing company that creates measurable, real-time, one-to-one relationships between broadcasters, advertisers and their customers and prospects, today announced that select broadcast customers have embraced their mobile marketing platform to deliver important and personalized information to their listeners and viewers. Among the broadcast stations using these alerts are KNBC, WTMJ-AM, WTMJ-TV, and WKTI-FM.

In the case of Los Angeles-based KNBC, the station looked to HipCricket to provide geographically-targeted messages to opted-in subscribers during the October 2007 wildfires that overtook parts of Los Angeles and San Diego. Realizing the information gap that existed due to rapidly changing conditions, KNBC connected with HipCricket to send key information directly to the mobile handset of each person.

In less than four hours, a program was initiated and launched after which subscribers were able to respond with a request for additional information such as evacuation routes. The station's audience quickly took advantage of the program, with more than 18,000 opting in on the first day. In total, well more than 25,000 participated, including those who had the opportunity when the program was expanded to KNBC's sister station in San Diego.

“Broadcast stations like KNBC have taken the lead when it comes to realizing the value that mobile marketing can bring not just to building their brand but to more effectively serving the needs of their listeners and viewers,” said HipCricket CEO Ivan Braiker. “By tapping into the power of mobile alerts, KNBC was able to provide valuable and relevant information to their audience. This information ultimately helped inform people of the status of the fires and kept them out of harm's way.”

WTMJ-AM, WTMJ-TV and WKTI-FM also realized the power of HipCricket's mobile alerts during the Milwaukee school closings in December. Instead of sifting through hundreds of school closing announcements, subscribers were given the opportunity to sign up to receive a text message specific to their selected school(s). The alerts would inform subscribers of delays and school closings. Nearly 1,700 signed up through these Journal Broadcast Group stations in the first weeks of the program.

“HipCricket allowed us to reach a mobile audience quickly and efficiently during a major news event. It is our goal to connect with the community, in as many ways possible, especially during breaking news situations,” said Linda Sullivan, president and general manager of KNBC.

### **About HipCricket**

HipCricket Inc. specializes in producing interactive mobile marketing campaigns that generate new revenue for radio, television, brand and agency clients. The company drives revenue and increases listenership, viewership and loyalty by tapping into the behaviors and interests of more than 136 million Americans. HipCricket's unique technology creates one-to-one relationships between participants and advertisers, based on the trust of an opt-in only program. Since its launch in 2004, HipCricket has delivered outstanding results for the biggest brands and broadcast groups in the U.S., including: Clear Channel Radio, Premiere Radio Networks, Cumulus Radio, Triad Broadcasting Company, Perry Broadcasting Inc., Press Communications, Sandusky Broadcasting, Katz Media Group, Beasley Communications, Bonneville International, Cox Radio, Media General, NBC, Coca-Cola, Staples, and Hershey's. For more information, please visit [www.hipcricket.com](http://www.hipcricket.com).

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