HipCricket Launches First-Ever Comprehensive Hispanic Mobile Marketing Network

Initiative Brings Together Broadcasters and Brands to Create Targeted Marketing and Advertising Marketplace of Active Mobile Technology Users;

Major Broadcasters Bustos Media, Lotus Communications and Davidson Media Group are Among First Customers

Kirkland, Wash. – April 10, 2008 – HipCricket, a pioneering mobile marketing company, today launched the first-ever comprehensive Hispanic mobile marketing network. The network is composed of a family of Hispanic media properties that can be leveraged by brand marketers to deliver highly targeted and interactive mobile marketing programs directly to the handsets of opted-in, engaged mobile users who are part of the $860 billion Hispanic consumer market.

HipCricket, cited by CTIA and others for its innovation and ability to drive broadcast revenue and consumer engagement, also announced that major Hispanic media companies Bustos Media, Lotus Communications and Davidson Media Group are among the first to join the network. These companies and others collectively represent more than 50 radio and television stations, nearly one million listeners and viewers, 24 overall markets and reach into seven of the top 15 Hispanic markets.

Brand marketers will be able to tap into and customize a media plan of Hispanic stations in the network and their audiences with a single buy. They will be able to choose the markets, stations and the demographics to develop a sophisticated media buy that pinpoints their target audience.

One of the nation's most rapidly-growing demographics, Hispanics are heavy users of mobile technology and text messaging. In a recent Mobile Marketing Association study, 32 percent of Hispanic consumers indicated that they were moderately or highly receptive to mobile marketing messages. And they're already equipped to receive those messages. Seventy-five percent of all U.S. Hispanic households have multiple mobile phones and use them more than any other form of personal or handheld technologies on the market today – and more than half regularly use text messaging.

Important for broadcasters and marketers seeking to reach this demographic is the number of Hispanics responding to text message advertisements, which has increased by 20 percent in the past year. Overall, the rate of text message usage is growing dramatically among Hispanics, increasing by 39 percent in the last 12 months, according to a recent M:Metrics study.

"The Hispanic market represents an unprecedented opportunity for broadcasters and brands because of its large and growing population, enormous purchasing power and great consumer loyalty," said Ivan Braiker, chief executive officer of HipCricket. "Hispanics are also among the

earliest and fastest adopters of mobile technology, so the ultimate way to meaningfully engage with this community is through mobile marketing. The Hispanic Mobile Marketing Network gives brands and broadcasters a premier solution that facilitates real-time, measureable, one-to-one relationships with Hispanic customers."

As with all HipCricket programs, the Hispanic Mobile Marketing Network is entirely permission-based so consumers only receive the text messages, alerts and other mobile interactions they request. Additionally, all mobile messages are customized based on the consumer's preferences and needs, helping broadcasters and brands maximize their reach to Hispanic consumers.

"Joining HipCricket's Hispanic Mobile Marketing Network was an easy decision because of the company's proven track record—they have executed more than 17,000 mobile campaigns that have delivered dramatic, measurable improvements in revenue generation, listener engagement, audience growth and advertiser ROI," said Amador Bustos, president and chief executive officer, Bustos Media, a Spanish-language broadcasting company that owns and operates radio and TV stations in high-growth markets throughout the United States.

"Mobile marketing solutions from HipCricket will help us to connect with our audience in ways we never thought possible," said Peter Davidson, president/founder of Davidson Media Group. "The company offers a flexible, easy to use platform for delivering customized messages to Hispanic audiences. This capability will allow us to successfully increase our loyal following while maximizing the promotion of our shows, talent and events. By becoming an inaugural member of their Hispanic Mobile Marketing Network, we expect to see even more added value for us and our advertisers."

HipCricket will assist companies with mobile messaging and marketing campaigns and provide hands-on assistance in building a station loyalty club that can provide special offers to opted-in members. In addition, and in keeping with the overall mission and philosophy of HipCricket, member stations will also have full-time access to a dedicated account manager that is always available to provide support.

About HipCricket
HipCricket is a mobile marketing software and services company that 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.

Media Contacts:

Ed Harrison
fama PR
(617) 758-4144
hipcricket@famapr.com

AJ Goodman
Brainerd Communicators
(212) 986-6667
goodman@braincomm.com