



## **HipCricket Names Mobile Technology Veteran Vice President of Engineering**

*Leading Mobile Marketing Company Adds to Technology Team to Drive Next Phase of Solution Development and Implementation*

**Kirkland, WA - May 13, 2008** - HipCricket, a pioneering mobile marketing company, today announced the appointment of Greg York as vice president of engineering. A mobile technology veteran, York will play an integral role in helping the company evolve its solutions to build on its leadership position.

York served as the vice president of engineering at VoiceBox, a leader in voice-led mobile search for the automotive and telecommunications industries. Previously, he was vice president of technology at GiftCertificates, a top provider of e-commerce gift card solutions. While at GiftCertificates, he created gift solutions for consumers and incentive management solutions for businesses including T-Mobile, Cingular and Coca-Cola.

Earlier, at Ontain, York led the technology organization for a startup company creating and integrating mobile ordering and financial services solutions for major brands such as Boston Market, McDonalds, Starbucks and Subway.

“Greg’s multifaceted experience and strategic technology skills will be a great asset to HipCricket in the continuing development and implementation of the HipCricket system and related products and services,” said Eric Harber, HipCricket president and chief operating officer. “More and more, major consumer brands and broadcasters are turning to us for solutions that may begin with SMS and include a WAP site, mobile advertising and interactive online development. Greg will be a key player in enabling HipCricket to bring strategic offerings driving revenue and engagement for our current and future customers.”

“HipCricket has been recognized by many, including CTIA and NeuStar, as a pioneer,” York said. “The HipCricket system provides industry-leading flexibility, measurability and usability. I’m pleased to be joining the HipCricket team and its talented team of developers who are playing a big part in delivering revenue today for its clients and enabling broadcasters and brands to measure the ROI of their marketing campaigns, while building listenership, viewership and loyalty.”

**About HipCricket**

HipCricket Inc., a pioneering mobile marketing software and services company, 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 more than 17,000 successful campaigns and 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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