



HipCricket Appoints Broadcast Industry Expert Kraig Kitchin to Board of Directors

*Former Premiere Radio Chief Joins Forces with Leading Mobile Marketing Company to
Revitalize the Radio Market*

Kirkland, WA - June 18, 2008 - HipCricket, a pioneering mobile marketing company, today announced the appointment of Kraig T. Kitchin to its board of directors. One of radio's most influential and accomplished figures, Kitchin served as president/COO of Premiere Radio Networks - the number one radio network in the country - for 20 years until he left to start an entertainment industry consulting firm earlier this year.

Currently the co-president of Big Shoes Productions and a founder in Sound Mind, LLC, Kitchin was one of the founders of Premiere Radio, which launched in October 1987. He began his career at the company as the executive vice president of sales. In 1998, at the age of 37, Kitchin assumed the role of president/COO, one of the youngest in the country to run a \$300 million-plus radio company. Taking notice of his quick ascent, *Radio Ink* magazine named him one of the most powerful men in radio in 1999. He has remained on that prestigious list every year since.

"As the original social medium, radio *can* remain a leader. A key is leveraging today's mobile marketing solutions from HipCricket which helps stations address the number of challenges facing the market at this time," said Kitchin. "HipCricket is the best in the business. Their mobile marketing software and client services are revitalizing radio by enabling stations to drive revenue, listenership and loyalty."

At Premiere, Kitchin directed and oversaw all talk and music programming and services, featuring Delilah, Rush Limbaugh, Jim Rome, Glenn Beck, Casey Kasem, Ryan Seacrest, Bob (Kevoian) and Tom (Griswold), Steve Harvey, Whoopi Goldberg, Blair Garner, George Noory, Maria Bartiromo, Ty Pennington, John Boy and Billy, Matt Drudge, Art Bell, Donald Trump, Big Tigger, Bob Costas and others. In addition, he supervised Premiere Radio's other properties: Mediabase 24/7, the industry's leading music monitoring service, MJI Programming and FOX Sports Radio.

"Kraig's insights will be invaluable as we expand our leadership position in broadcast," said Ivan Braiker, HipCricket chief executive officer. "He shares our interest in making traditional media interactive, thereby satisfying broadcasters' hunger for a new revenue driver that provides advertisers with a more effective and measurable way to market

their products and services. We are thrilled to have someone of Kraig's stature join our team in a senior advisory role."

Kitchin, 47, also serves on the board of directors for Operation Hope and Point Hope.

Coincident with Kitchin joining HipCricket's board of directors, Wes Bray, a founder and major shareholder in the company, is stepping down from his current role as a director.

"The company is deeply appreciative for Wes' many contributions to the development of HipCricket's business," Braiker said. "Given his deep industry connections and domain expertise, Wes will continue as an advisor to the company."

About HipCricket

HipCricket drives new revenue and customer loyalty for broadcast stations and consumer brands through strategic, creative and measurable mobile marketing interactivity. Recognized as a pioneer by CTIA, the preeminent wireless association, the mobile marketing software and solutions company has delivered more than 17,000 successful campaigns for customers including Clear Channel Radio, Premiere Radio Networks, Sandusky Broadcasting, NBC, Coca Cola, Staples, Hershey's and Jameson. With its unique technology and experienced, customer-focused team, HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and now connects brands with audiences they desire to reach via broadcast stations that are part of the first comprehensive Hispanic Mobile Marketing Network. The company is based in Kirkland, Wash. with additional operations in New York. More information can be found at www.hipcricket.com.

Contact:

Ed Harrison

fama PR

617-758-4144

hipcricket@famapr.com