



## **HipCricket Signs Deal with Spanish Broadcasting System; Extends Reach of Hispanic Mobile Marketing Network to Seven Million U.S. Hispanic Consumers**

*Partnership with leading Hispanic Media Company Boosts Network's Reach  
to over 100 Stations in Major U.S. Markets*

**Kirkland, Wash. – June 23, 2008** – [HipCricket](#), a pioneering mobile marketing company, today announced an agreement that brings Spanish Broadcasting System's radio stations (NASDAQ: SBSA) (SBS) into HipCricket's recently announced first-ever comprehensive Hispanic Mobile Marketing Network. By adding SBS, a leading Hispanic media and entertainment company, HipCricket's Hispanic Mobile Marketing Network will now reach over seven million Hispanic radio listeners in the leading markets across the country such as Los Angeles, Miami, Chicago and New York.

HipCricket, cited by CTIA and others for its innovation and ability to drive broadcast revenue and consumer engagement, announced the launch of the Hispanic Mobile Marketing Network in April with inaugural partners Bustos Media, Davidson Group and Lotus Communication. One of the nation's fastest growing demographics, Hispanics are among the most active users of mobile technology and text messaging. HipCricket's Hispanic Mobile Marketing Network enables marketers to tap into and customize a media plan of Hispanic stations in the network -- and their audiences -- with a single buy.

"This deal with SBS is a significant milestone in the growth of our network, and represents a strong endorsement by a major Hispanic media player of the power of mobile marketing for Hispanic audiences," said Ivan Braiker, Chief Executive Officer of HipCricket. "We are grateful to all our Hispanic media partners for their leadership and vision in working with us to create a uniquely powerful mobile marketing platform connecting brands and advertisers with Hispanic consumers."

"We are always looking for new ways to deepen our audience's engagement with our radio properties, talent and advertisers," said Marko Radlovic, Executive Vice President and Chief Operating Officer for SBS. "We chose to work with HipCricket because they have delivered over 17,000 successful mobile campaigns with dramatic, measurable results. Most importantly, they truly understand Hispanic consumers and can help us reach our listeners through their favorite digital device – their mobile phones."

Spanish Broadcasting System has leading radio properties in major markets that dramatically expand the ability of the Hispanic Mobile Marketing Network to connect brand marketers with the Hispanic consumer. In New York, for example, SBS' La Mega 97.9 FM is home to "El Vacilón de la Mañana," the number one rated morning radio show in the city regardless of the

language. SBS also has leading radio properties in Chicago (La Ley 107.9 FM), Los Angeles (KLAX 97.9 FM La Raza), and Miami.

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 technology on the market today. 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.

HipCricket offers a flexible, easy-to-use mobile marketing platform that 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. HipCricket works closely with its partners to launch mobile marketing campaigns and provides hands-on assistance in building a station loyalty club that can provide special offers to opted-in members. In keeping with the overall mission and philosophy of HipCricket, member stations also have full-time access to a dedicated account manager that provides support when and where needed.

#### **About Spanish Broadcasting System, Inc.**

Spanish Broadcasting System, Inc. is the largest publicly traded Hispanic-controlled media and entertainment company in the United States. SBS owns and/or operates 21 radio stations located in the top Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, including the #1 Spanish-language radio station in America, **WSKQ-FM** in New York City, as well as 4 of the Top 8 rated radio stations airing the Tropical, Mexican Regional, Spanish Adult Contemporary and Urban format genres. The Company also owns and operates Mega TV, a television operation serving the South Florida market with national distribution through DirecTV Más. SBS also produces live concerts and events throughout the U.S. and Puerto Rico. In addition, the Company operates [www.LaMusica.com](http://www.LaMusica.com), a bilingual Spanish-English online site providing content related to Latin music, entertainment, news and culture. The Company's corporate Web site can be accessed at [www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)

#### **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](http://www.hipcricket.com).

**Media Contacts:**

Ed Harrison  
fama PR  
(617) 758-4144  
[hipcricket@famapr.com](mailto:hipcricket@famapr.com)

AJ Goodman  
Brainerd Communicators  
(212) 986-6667  
[goodman@braincomm.com](mailto:goodman@braincomm.com)