



## **HipCricket Hires Vice President of Sales and Client Development**

*Leading Mobile Marketing Company Expands Executive Team to Deliver Cutting-Edge Solutions to Leading Brands and Broadcast Companies*

**Kirkland, Wash. – July 1, 2008 – [HipCricket](#)**, a pioneering mobile marketing company, today announced the appointment of Dennis McCormick as vice president of sales and client development. In his new position, McCormick will be leading the Broadcast, Brand and Client Development teams.

With nearly three decades in broadcast sales, McCormick has extensive experience growing revenue for radio and television affiliates in Seattle, the nation's #12 market. As General Sales Manager, he grew Entercom's KIRO Newsradio into a top-15 national revenue generator among commercial radio stations. At CW affiliate KSTW Television, McCormick served as general sales manager and delivered an eight percent increase in station revenue, more than double the market increase. He also garnered impressive sales and revenue numbers at FOX affiliate KCPQ and NBC Affiliate KING, consistently delivering revenue increases surpassing market expectations.

McCormick also has extensive experience working with leading brands, managing key customer accounts including McDonalds, Pepsi and 7-Up while at EvansGroup (now Publicis). Most recently, McCormick served as director of business development and client services as a partner with Seattle marketing firm Stanton & Everybody. At Stanton, he was responsible for gaining and developing business relationships with top-tier clients.

"Broadcast leaders, brand managers and agencies are increasingly looking for innovative ways to grow revenue while increasing listenership, viewership, engagement and loyalty," said McCormick. "Integrating mobile into campaigns is a surefire way to achieve these desired results - and quickly. HipCricket is a leader in the industry, having implemented more than 17,000 mobile campaigns, and I am excited to be part of a company that is helping clients generate results today."

"HipCricket has developed a reputation for accelerating revenue and creating loyalty for brand leaders, agencies and broadcast entities," said Eric Harber, HipCricket president and COO. "With extensive experience and proven success in broadcast as well as with

brands, Dennis' expertise and proven track record in terms of sales and revenue growth is an invaluable asset."

**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).

**Contact:**

Ed Harrison

fama PR

617-758-4144

[hipcricket@famapr.com](mailto:hipcricket@famapr.com)