



HipCricket Taps David Jones as General Manager of First Comprehensive Hispanic Mobile Marketing Network

*Leading Mobile Marketing Company Adds Executive With Significant Experience
Assisting Major Brands to Reach Hispanics*

Kirkland, Wash. – September 3, 2008 – [HipCricket](#), a pioneering mobile marketing company, today announced the appointment of David Jones as general manager of the first comprehensive Hispanic Mobile Marketing Network. The network consists of a family of Hispanic media properties that brand managers can leverage with a single buy for targeted, interactive mobile campaigns to Hispanic consumers in leading U.S. markets that include Los Angeles, Miami, Chicago and New York, among others.

HipCricket's Hispanic reach extends to 14 of the top 15 Hispanic markets and to more than nine million listeners and viewers.

Jones' appointment is the latest development in HipCricket's efforts with the burgeoning Hispanic market – one expected to have \$1.2B in buying power by 2012 – as the company has recently announced deals with leading broadcast companies including Spanish Broadcasting System (SBS).

Jones comes to HipCricket with extensive experience in the Hispanic marketplace as the former co-founder and CEO at CDK Media, a full-service multi-media company serving the U.S. Hispanic community. While at CDK Media, Jones oversaw the creation and execution of marketing, advertising, PR and sponsorship programs for national clients including Volvo Cars of North America, Southwest Airlines, Colgate Palmolive, L'Oreal, American Express, Nissan, All State, General Motors, ExxonMobil, and Wal*Mart, among others.

“For years, David Jones has created meaningful brand opportunities for companies seeking to interact with Hispanics in the U.S.,” said Eric Harber, President and Chief Operating Officer of HipCricket. “The Hispanic-American market has embraced mobile technology like no other demographic. HipCricket's Hispanic Mobile Marketing Network gives brand marketers direct and measurable reach to a large, opted-in, highly engaged population of mobile-equipped Hispanic consumers. We're fortunate to be able to add David's knowledge, talent and relationships to our team.”

“With its impressive history with broadcasters and brands, and the Hispanic-American market’s predisposition to mobile, HipCricket is coming at this at absolutely the right time,” said Jones.

Besides his experience in the dynamic U.S. Hispanic marketplace, David also has a far-reaching background in the technology and sales industries. Prior to entering media, David was deeply entrenched in the IT industry in the U.S. and in Europe. He served as the U.S. Director of Sales for the web hosting giant Navisite, a CMGI company, living and working in San Francisco. Before Navisite, David was the European Sales Director for the U.S. CAD/CAM software company Parametric Technology Corporation, overseeing sales in the Netherlands, Belgium and Luxemburg.

Jones holds a degree in business administration from the University of Texas.

About HipCricket

HipCricket, Inc. 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