



**Frost & Sullivan Identifies HipCricket as America's Mobile Marketing Leader
with the 2008 Market Penetration Leadership Award**

*Leading Analyst Firm Lauds HipCricket for
its Experience and Dedication to Innovation*

Kirkland, Wash. - September 4, 2008 - [HipCricket](#), a pioneering mobile marketing company, "has taken an early lead in the U.S. mobile marketing space," global analyst firm Frost & Sullivan said today in naming HipCricket the winner of the 2008 Market Penetration Leadership Award.

"HipCricket is a clear market leader within its target segment," said Vikrant Gandhi, senior analyst, mobile and wireless, Frost & Sullivan. "The company successfully leverages its technical expertise and experience to develop and deliver highly-customized, turnkey mobile marketing campaigns. Continually innovating and differentiating its offerings, HipCricket has also shown a tremendous ability to identify lucrative market segments – such as Hispanic-Americans – and then deliver solutions tailored specifically to helping advertisers reach these targets."

HipCricket, whose customers include major consumer brands as well as broadcasters, has implemented more than 17,000 successful, turnkey mobile marketing campaigns to date. In April, the company launched the first comprehensive Hispanic Mobile Marketing Network. Comprised of a family of Hispanic media properties, the network can be leveraged by brand marketers to deliver highly targeted and interactive mobile marketing programs directly to opted-in users. HipCricket's Hispanic reach extends to 14 of the top 15 Hispanic markets and to more than nine million listeners and viewers.

According to Frost & Sullivan, "... HipCricket's success can be attributed to a mix of smart leadership, effective sales strategy and technical expertise. HipCricket's management has extensive experience in the radio and television markets, which helps the company truly understand the strategic imperatives of

its key customers and design effective solutions to help them maximize the mobile marketing potential.”

Further, “The Company has one of the fastest turnarounds in the industry – HipCricket’s team turns creative briefs into executable programs in 48 hours or less by leveraging the extensive in-house database of information about thousands of mobile marketing campaigns managed previously.”

“We are thrilled that Frost & Sullivan is honoring us for our success – it speaks volumes to the smarts, creativity and overall efforts of HipCricket’s team members,” said Ivan Braiker, CEO, HipCricket. “We are passionate about making traditional media interactive, and specifically, ensuring new and valuable revenue sources for broadcasters and brands and providing advertisers with a more effective and measurable way to market their products and services.”

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan’s Growth Partnerships, visit <http://www.awards.frost.com>.

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.

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