



## **HipCricket and Enticent Partner to Deliver Integrated Mobile Marketing and Customer Loyalty Solutions to Broadcasters**

*Joint Solution Empowers Broadcasters to More Effectively Acquire and Retain Listeners and Ultimately Increase Ratings and Revenues*

**Kirkland, Wash. - September 16, 2008** - [HipCricket](#), a pioneering mobile marketing company, today announced a partnership with Enticent, the makers of StickyFish, the leading points-based loyalty program for media companies.

By bringing together industry-leading services, HipCricket and Enticent will provide broadcast stations with a single point-registration process and the ability for their audiences to earn loyalty points from Enticent's StickyFish platform when they interact with mobile services provided by HipCricket, which has delivered more than 17,000 successful mobile marketing campaigns for major brands and broadcast stations.

"Since day one, a key component of HipCricket's mission has been delivering mobile marketing solutions to broadcasters that help them to better connect with their listeners while realizing valuable new revenue streams," said Ivan Braiker, CEO of HipCricket. "Through this partnership with Enticent, we strengthen our offering with the addition of a proven loyalty element that is already delivering value to hundreds of broadcast companies. We look forward to working with the Enticent team to deliver a seamless and integrated solution with a single point of consumer registration.

"The digital transformation of radio and television is in full swing. Eventually, every station wishing to increase audience loyalty and compete for digital advertising dollars will embrace both mobile and loyalty marketing. As pioneers and leaders in the loyalty space, we could not be more thrilled to strike this relationship with HipCricket, the clear leader in Mobile Marketing" said Chris Bell, President/CEO of Enticent.

The result of the partnership is a fully integrated mobile marketing and customer loyalty solution that lets broadcasters generate a database of listeners who have "opted-in" to receive communications from the station. Leveraging this list, stations can then deliver services, such as weather updates, traffic reports, trivia contests and more, directly to each listener's mobile phone. Through the solution, the more actions a listener takes (i.e. the more traffic updates they receive and contests they enter), the more points they earn

which in the end results in a stronger, more committed listener-base while creating a high value advertising platform for advertisers.

“In today’s climate, competition for audience loyalty and digital advertising dollars – both from other stations as well as interactive channels – has never been more intense,” said Bill Alfano, Director of FM Marketing, WAAF-FM in Boston. “With PPM coming, we are excited and optimistic to see the impact that mobile marketing will have. Working with HipCricket and Enticent, we will now have the capabilities to not only connect and interact with our listeners in a very powerful and intimate fashion, but also to transform each individual into a station devotee. This will ultimately allow WAAF to further establish itself as a leading station in the Boston market.”

#### **About Enticent**

Enticent is the leading provider of turn-key database, email, and loyalty marketing programs to media companies. Deployed by over 300 leading media brands, Enticent products are used to increase ratings and web traffic while driving audience database growth and generating direct response for advertisers. Enticent clients include media properties owned by Clear Channel, CBS Radio, Entercom, Comcast, Belo, Citadel, Tribune, and many others.

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

#### **Contact:**

Ed Harrison

fama PR

617-758-4144

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