



## **HipCricket Adds 30-Year Broadcast Veteran**

*Kevin McCarthy to Lead Broadcast Sales Team for Pioneering Mobile Marketing Company*

**Kirkland, Wash. – November 11, 2008** – [HipCricket](#), a pioneering mobile marketing company, has appointed 30-year broadcast veteran Kevin McCarthy to lead the company's broadcast sales efforts. McCarthy has worked for ABC, Clear Channel, Entercom and Jacor, among others, as a national sales manager, general sales manager, general manager and market manager.

Recently named the early leader in the U.S. in mobile marketing by global wireless analyst firm Frost & Sullivan, HipCricket has hundreds of broadcast station clients with an overall reach of more than 20 million listeners and viewers. The company works with Clear Channel Radio, Premiere Radio Networks, Fox Sports Radio, and NBC, among many other broadcast leaders.

McCarthy's career in television and radio has taken him to Los Angeles, Houston, Seattle, Minneapolis and San Diego. His experiences range from the notable launches of startup stations KQQL and WBOB in Minneapolis, to leading KOGO in San Diego from the ratings depths to market leader and Marconi Award winner. McCarthy, who will be HipCricket's senior director of broadcast sales, has experience in virtually every music format as well as news/talk and sports. He has mentored some of the nation's most successful managers, programmers and talent.

"Kevin has been one of broadcasting's stars for many years," said HipCricket CEO Ivan Braiker, who spent more than three decades in radio. "He shares our vision of working with broadcasting's trailblazers to reinvent radio and provide new revenue and customer loyalty solutions for both radio and television stations. We're thrilled to add Kevin to our unparalleled team."

"I am delighted to be involved with the very bright, very passionate team at HipCricket," McCarthy said. "Being keenly aware of the challenges facing today's radio and television broadcasters, it is a pleasure to be able to offer relief with something that is elegant in its simplicity and delivers the ever elusive win, win, win for stations, their advertisers and their audience."

### **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 24,000 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).

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