



HipCricket Partners With Jim Rome Show

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HipCricket Inc., a mobile marketing firm announced that The Jim Rome Show is using the company's services to further engage its two million weekly listeners across a national network of over 200 radio stations.

Rome is known for his aggressive, informed dialogue. He is a top choice of athletes and fans for information beyond the scoreboard. The show has affiliations in top ten markets including New York, Los Angeles, San Francisco and Dallas.

Starting this month, users or Rome's 'Clones' will be able to use their mobile phones to participate in the "Huge Text of the Day" polls, enter additional contests and stay updated on programming.

Rome said "As listeners evolve, it's essential that we grow with them. The 'Clones' rely heavily on their mobile devices to stay in touch with sports and to participate with the sports world. This initiative taps into their behaviors and interests and is a natural extension of the program."

Last year, HipCricket created partnerships with 11 major broadcast groups in the top 50 U.S. markets.