



HipCricket Launches Hispanic Mobile Marketing Network

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Bustos Media, Lotus Communications, and Davidson Media Group are among the first members of the new Hispanic Mobile Marketing Network, launched last week by HipCricket. The network will deliver targeted, interactive mobile marketing programs to users of Hispanic media.

Brand marketers will be able to customize media plans with the network's Hispanic stations on a single buy, choosing markets, stations, and demographics to target their audiences.

"The Hispanic market represents an unprecedented opportunity for broadcasters and brands because of its large and growing population, enormous purchasing power, and great consumer loyalty," said HipCricket CEO Ivan Braiker. "Hispanics are also among the earliest and fastest adopters of mobile technology, so the ultimate way to meaningfully engage with this community is through mobile marketing. The Hispanic Mobile Marketing Network gives brands and broadcasters a premier solution that facilitates real-time, measurable, one-to-one relationships with Hispanic customers."

Hispanic consumers represent an \$860 billion market, and a recent study by the Mobile Marketing Association found that 32 percent of Hispanic consumers are moderately or highly receptive to mobile marketing messages. Seventy-five percent of all U.S. Hispanic households have multiple mobile phones and use them more than any other form of personal or handheld technology, and more than half regularly use text messaging. And, according to a recent MMetrics study, text message use among Hispanics has risen by 39 percent in the last 12 months.

"Joining HipCricket's Hispanic Mobile Marketing Network was an easy decision because of the company's proven track record," said Bustos Media President/CEO Amador Bustos. "They have executed more than 17,000 mobile campaigns that have delivered dramatic, measurable improvements in revenue generation, listener engagement, audience growth, and advertiser ROI."

Davidson Media Group founder and President Peter Davidson said, "Mobile marketing solutions from HipCricket will help us to connect with our audience in ways we never thought possible. The company offers a flexible, easy-to-use platform for delivering customized messages to Hispanic audiences."