



## **Hipcricket Extends Relationship with Katz Radio Group**

**August 5, 2008**

Hipcricket, a mobile marketing company, has renewed and expanded its partnership with Clear Channel-owned rep firm Katz Media Group. The new two-year relationship offers mobile marketing solutions for national advertisers within Katz Media's Clear Channel Radio Sales division.

To date, Hipcricket and KRG's digital division Katz 360, have executed campaigns for General Motors, Pizza Hut, Taco Bell and Coca Cola. The Katz Mobile division is up over 100% over 2007 end-of-year revenue.

"The mobile SMS channel works as a perfect complement to our terrestrial and digital audio assets by creating an instant communication with listeners, and providing our advertisers measured results by market, station and medium -- right to point of sale," said Katz 360 President Brian Benedik. "The ROI of these mobile campaigns is significant, readily apparent and easily measured."

"The radio market is aggressively expanding into multi-platforms that include online, on-demand, mobile, digital broadcasts and much more," added Clear Channel Radio Sales President Bob McCurdy. "We are delighted to join this partnership with Katz 360 and Hipcricket so we can expand our national mobile and SMS platform and offer national advertisers the ability to integrate their traditional and digital campaigns seamlessly."