



Hipcricket, Enticent Partner Up

KIRKLAND, WA -- September 16, 2008: Hipcricket and Enticent have partnered on a point-registration process that will let listeners who interact with Hipcricket mobile services earn points from Enticent's StickyFish loyalty platform.

"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 Hipcricket CEO Ivan Braiker. "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."

Enticent President/CEO Chris Bell said, "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."

With the Hipcricket-StickyFish program, the database of listeners who have opted in to receive communications from the station can be used to deliver services like weather updates, traffic reports, trivia contests to mobile phones. The more listeners participate, the more points they earn.