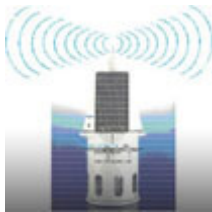




Hipcricket Signs Mobile Ad Deal With Spanish Broadcaster



ADOTAS – Hipcricket, a mobile marketing company, has penned a deal with the Spanish Broadcasting System Inc.'s radio stations to roll it into what it said is the company's first Hispanic Mobile Marketing Network.

With SBS, the network will not reach more than 7 million Hispanic radio listeners in leading markets including L.A., Chicago, NYC and Miami. Hipcricket launched the network in April with inaugural partners Bustos Media, Davidson Group and Lotus Communications.

"This deal with SBS is a significant milestone in the growth of our network, and represents a strong endorsement by a major Hispanic media player of the power of mobile marketing for Hispanic audiences," said Ivan Braiker, CEO of Hipcricket. "We are grateful to all our Hispanic media partners for their leadership and vision in working with us to create a uniquely powerful mobile marketing platform connecting brands and advertisers with Hispanic consumers."

It seems that now is the time to throw ad dollars at the Hispanic mobile marketing sector: In a recent Mobile Marketing Association study, 32% of Hispanic consumers indicated that they were moderately or highly receptive to mobile marketing messages. And they're already equipped to receive those messages. And 75% of all U.S. Hispanic households have multiple mobile phones and use them more than any other form of personal technology on the market today — more than half regularly use text messaging.

Hipcricket's mobile platform is permission-based – and all messages are customized based on a consumer's preferences.