



Hipcricket agrees network deal with Spanish Broadcasting System

LONDON (Thomson Financial) - Hipcricket Inc. said it has signed an agreement to bring **Spanish Broadcasting System Inc.** (SBS) to the company's first-ever comprehensive Hispanic Mobile Marketing Network.

The mobile marketing company said by adding SBS, a Hispanic media and entertainment company, Hipcricket's Hispanic Mobile Marketing Network will now reach over seven million listeners in the markets across the United States such as Los Angeles, Miami, Chicago and New York.

'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,' Hipcricket's chief executive Ivan Braiker said.