



Kitchin Joins Hipcricket Board

KIRKLAND, WA -- June 18, 2008: The board of directors of mobile marketer Hipcricket has a new addition: former Premiere Radio Networks President/COO Kraig Kitchin. Kitchin was with Premiere, a company he co-founded, for 20 years until his departure was announced last year. He is currently co-President of Big Shoes Productions and the founder of Sound Mind LLC.

"As the original social medium, radio can remain a leader," Kitchin said. "A key is leveraging today's mobile marketing solutions from Hipcricket, which helps stations address the number of challenges facing the market at this time, Hipcricket is the best in the business."

Hipcricket CEO Ivan Braiker said, "Kraig's insights will be invaluable as we expand our leadership position in broadcast. He shares our interest in making traditional media interactive, thereby satisfying broadcasters' hunger for a new revenue driver that provides advertisers with a more effective and measurable way to market their products and services. We are thrilled to have someone of Kraig's stature join our team in a senior advisory role."

As Kitchin joins the Hipcricket board, company founder and major shareholder Wes Bray steps down as a director.