

## **Former Premiere COO Kitchin Joins Hipcricket Board**

Former Premiere Radio Networks President/COO and founder Kraig Kitchin joins the board of directors of mobile marketing firm Hipcricket. He spent the last 20 years with Premiere before his exit last year. Kitchin currently serves as co-President of Big Shoes Productions and founder of Sound Mind. With the move, company founder Wes Bray resigns from the board.

"As the original social medium, radio can remain a leader," commented Kitchin. "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 added, "Kraig's insights will be invaluable as we expand our leadership position in broadcast. He shares our interest in making traditional media interactive. We are thrilled to have someone of Kraig's stature join our team in a senior advisory role." (06-18-08)