



## Hipcricket names Kraig Kitchin to Board

Hipcricket, a leading mobile marketing company, announced the appointment of former Premiere Radio Networks President Kraig Kitchin to its board of directors. Kitchin is currently the co-president of Big Shoes Productions and a founder in Sound Mind, LLC. Coincident with the move, Wes Bray, a founder and major shareholder in the company, is stepping down from his current role as a director.

"As the original social medium, radio can remain a leader. 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," said Kitchin. "Hipcricket is the best in the business. Their mobile marketing software and client services are revitalizing radio by enabling stations to drive revenue, listenership and loyalty."

"Kraig's insights will be invaluable as we expand our leadership position in broadcast," said Ivan Braiker, Hipcricket CEO. "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."