



Katz Radio Group and HipCricket Announce Exclusive Sales Partnership

Kirkland, WA – May 23, 2006 – Katz Radio Group and HipCricket Inc. announce an agreement whereby HipCricket will provide wireless marketing expertise and solutions for the Katz Radio Group. This partnership will allow for Katz Radio Group to provide their client radio stations with wireless marketing opportunities including the ability to deliver electronic media to mobile phone audiences.

According to Katz Radio Group President, Steve Shaw, "This is an exciting opportunity for us to offer the very latest mobile marketing technology to our clients and customers. We can now enable our radio clients to become fully interactive with listeners while advertisers will benefit from a new media channel for marketing and cross channel promotion. HipCricket's expertise as a leading wireless marketing provider coupled with their knowledge of the radio industry made them the best choice for us."

Ivan Braiker, Managing Director, Broadcast for HipCricket, "We are pleased that Katz Radio has chosen HipCricket to be their wireless marketing partner. Wireless marketing is a dynamic new area for radio, one which offers interactive programming content and a source for incremental revenue. We will work hard to drive innovations in this new communications venture."

About Katz Radio Group:

In 2006, Katz Radio celebrates its 75th anniversary. The new Katz Radio Group is structured to most effectively represent the interests of its independent client stations through Eastman Radio, Christal Radio and Katz Radio firms. Katz Radio Group is a division of the Katz Media Group, the only full-service media representation firm in the US with leading market shares in the representation of radio and television stations. Info at www.katz-media.com

About HipCricket Inc:

HipCricket Inc. (www.hipcricket.com) is the leading mobile marketing firm providing innovative, custom solutions to broadcasters. Today, HipCricket works with clients like Clear Channel Radio, Premiere Radio Networks, Susquehanna Corp. and Bonneville International as well as some 40 major brand marketers. HipCricket combines senior marketing expertise and training with state-of-the-art mobile and event marketing technologies to offer clients unprecedented interactivity with their audience on a one-to-

one personal level. HipCricket has signed an LOI to be acquired by NeoMedia Technologies, Inc. (OTC BB: NEOM, www.neom.com).

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