



HipCricket Chosen as Partner for NBC4 Show "The Challenge"

Kirkland, WA – September 4, 2006 – HipCricket, Inc. announced today that it has been chosen as the interactive partner for the new NBC4 Show called "The Challenge", a first of its kind in local television. This entertaining and interactive show allows the viewer to compete in real-time either by text message or online. "The Challenge" is specifically designed for the audience watching Sunday Night football, co-produced by popular host Fred Roggin, the show will air directly after the completion of NBC4's broadcast of Sunday Night Football and debuts September 10th. To learn more go to www.thechallenge.nbc4.tv or text MORE to 37337.

Pre-registered viewers will compete during the NFL season to see who can amass the most points by answering sports trivia. There will be multiple weekly winners, as well as cumulative multiple grand prize-winners. HipCricket is providing all the interactivity online and on cell phones.

Fred Roggin said "Together with HipCricket we developed this concept to make the viewer an integral part of the show and not just a spectator. Because people play as they watch, there will be a totally new sense of excitement and participation. Every question counts - every minute counts."

To view "The Challenge" TV promos go to
<http://www.thechallenge.nbc4.tv/Downloads.asp>

Ivan Braiker, Managing Director, Broadcast for HipCricket said "We are very pleased to be selected by NBC4 for this exciting new show. The cell phone has proven to be a terrific interactive medium for Television and HipCricket's experience and technology is the perfect fit for "The Challenge".

HipCricket, Inc.

HipCricket® is a leading provider of full-service wireless marketing solutions for media, entertainment, and brand marketers. HipCricket combines senior marketing expertise with state-of-the-art mobile and event marketing technologies to offer clients unprecedented interactivity with their consumers, viewers, listeners or customers on a one-to-one personal level. For more information, please visit us at www.hipcricket.com or call Ivan Braiker at 206.679.3025.

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