



## **Text Messaging Firm HipCricket, Inc. Secures Series A Funding**

*Full-Service Text Messaging Firm to Use Funds to Expand Broadcast Client Base*

**Kirkland, WA – December 21, 2006** – HipCricket, Inc., a full-service text messaging marketing firm, has announced that the company has recently secured an undisclosed amount of Series A financing from a group of private investors. In conjunction with the new financing, HipCricket, a Delaware corporation, relocated its corporate headquarters to Bellevue, WA and named Ivan Braiker as CEO. Seattle-based Broadmark Capital, LLC served as the placement agent for this round of financing.

In recent months, the company has expanded its broadcast business and has established relationships with some of the largest radio and TV stations in the country's biggest broadcast markets. In addition, HipCricket continues to provide a variety of national brands and event marketers with state-of-the-art text marketing capabilities and service.

"As the mobile and interactive marketing industry expands at such a rapid pace, our investors' support has enabled us to keep up and continue expanding our presence in both the broadcast advertising and brand advertising space," commented Braiker. "HipCricket continues to provide robust, user-friendly technology combined with first-class service and support to our entire broadcast and brand client base."

The funds will be used to grow the company's sales team, as well as support new product development and expanded marketing and promotional efforts.

Braiker added, "The new funds have already enabled us to build out our sales and service staff in order to expand the HipCricket customer network and enhance our product experience for all subscribers. We look forward to 2007 and we are pleased to have the resources necessary to grow our business."

### **About HipCricket, Inc.**

HipCricket, Inc is a full-service mobile interactive media marketing firm headquartered in Bellevue, WA. The company provides broadcast and brand clients with an end-to-end text messaging marketing solution powered by the company's M3 (Mobile Media Management) service, a proprietary platform for the planning, execution and evaluation of mobile marketing campaigns. HipCricket technology is an effective way for advertisers to utilize text messaging in a user-friendly, web-based format and is

supported with premium client service by an experienced industry staff. Visit HipCricket at [www.hipcricket.com](http://www.hipcricket.com) for more information.

### **About Broadmark Capital, LLC**

Broadmark Capital, LLC, is a Seattle-based investment bank specializing in providing a wide range of investment, advisory, and financing services to a diverse client base. Broadmark focuses on helping a variety of companies-public and private-secure adequate financial and strategic resources necessary to develop significant enterprises. For more information, please visit the Broadmark website at [www.broadmark.com](http://www.broadmark.com).

### **Contact:**

Doug Fraim

fama PR

617-758-4176

[hipcricket@famapr.com](mailto:hipcricket@famapr.com)