



HipCricket and Total Traffic Network Offer Real Time Traffic Alerts Via Text and Email

Bellevue, WA - April 25, 2007 - HipCricket, the leading mobile and interactive solutions provider for broadcast and brand marketers, and Clear Channel Radio's Total Traffic Network announced today that Real Time Traffic Alerts via Text Messaging on mobile phones is now available in the top 100 markets.

Instant SMS traffic data will allow customizable alerts via both email and text messaging. Now commuters can get an early heads up on traffic issues from both their phones and computers. Sponsorship opportunities, including clickable and trackable lead generation options, will allow local radio stations opportunities to super-serve advertisers.

"The HipCricket, Clear Channel Total Traffic Network combination provides specialized, real-time information to users on a by-request basis. Having users request alerts extends the value of traffic sponsorships as advertisers will be reaching a willing audience," said Ivan Braiker, CEO of HipCricket. "More importantly, advertisers clearly know their number of impressions as well as real, not estimated, demographic data, which increases the overall value of the advertising."

"The opportunity to push Total Traffic Network data services to another platform extends our initiative further allowing us to promote the most relative, accurate, and timely traffic service to the end user consumer. The HipCricket solution, the business model, and the associated promotion, makes HipCricket a very strong solution for traffic alerts" said Lance Locher, Senior Vice President, Clear Channel Total Traffic Network.

About Clear Channel's Total Traffic Network

Clear Channel Radio is the first broadcaster to launch a ground-breaking programming and technology service delivering real-time traffic data directly to vehicles, using its own network of reporters, traffic cameras, helicopters and airplanes - Total Traffic Network. Clear Channel's Total Traffic Network now serves more than 130 metropolitan markets in three countries, including the United States, Mexico and New Zealand. Total Traffic Network delivers real-time traffic data via in-car or portable navigation systems, broadcast media, wireless and Internet-based services. For more information, please log on to www.realtimetraffic.net.

About Clear Channel Radio

Clear Channel Radio is a leading radio company focused on serving local communities across the U.S. with more than 110 million listeners choosing Clear Channel Radio programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, via iPods and via mobile-navigation devices from Cobra, Garmin, Kenwood and others. The company's operations include radio broadcasting, syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc. (NYSE:CCU), a leading global media and entertainment company. More information on the company can be found at www.clearchannel.com.

About HipCricket Inc.

Launched in 2004, HipCricket Inc. designs and executes full-service, interactive, mobile marketing services for radio and television media, entertainment and brand marketers.

Developed by industry experts, HipCricket's unique and innovative technology connects marketers to their target audience via mobile phone. By making every mobile advertisement and promotion interactive, HipCricket delivers proven and measurable results that are transforming how broadcasters and brands approach interactive marketing.

More information about HipCricket Inc. is available at <http://www.hipcricket.com>.

Certain statements in this release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Contact:

Ed Harrison

fama PR

617-758-4144

hipcricket@famapr.com