Radio Groups Hop on HipCricket's Interactive Marketing Strategies

Six broadcast corporations representing over 40 U.S. radio stations choose proven mobile marketing model for revenue generation

Bellevue, WA – July 10, 2007 - HipCricket Inc., a pioneering mobile marketing company that creates measurable, real-time, one-to-one relationships between advertisers and their customers and prospects, officially announced today new partnerships with several top tier broadcast radio groups including: Hubbard Radio; Triad Broadcasting Company; Perry Broadcasting Inc.; Press Communications; Sandusky Radio Seattle; and South Central Radio Group. The broadcast companies, representing 43 radio stations in the top 50 U.S. radio markets, will exclusively use HipCricket's interactive marketing solutions to boost revenue by offering advertisers a higher level of connectivity with their audience through opt-in mobile text-message promotions.

"The customers we're announcing today signed on with HipCricket for three main reasons: support, results, and revenue," said Ivan Braiker, CEO of HipCricket. "We help clients create winning campaigns and use the technology to help them deliver target-specific results for advertisers and consequently increased revenue for broadcasters."

In the face of steadily declining advertising revenue in the radio industry, key stations in more than half of the top 50 U.S. markets are betting on HipCricket to boost their revenue stream. One HipCricket radio client recently reported its average monthly revenue from text add-ons is $50,000 in new Non Traditional Revenue (NTR). Another station reported a 24 percent increase in revenue in the first quarter of 2007.

"What we're seeing in the broadcast market today is that advertisers want to build tangible relationships with their target audience, not just throw information at them," said Marc Kaye, Vice President General Manager for Sandusky in Seattle. "With HipCricket, interactivity is easy to facilitate, supported by broadcast marketing experts and carried out on the most personal device we have, the mobile phone."

With an average 40 percent response rate across campaigns and an addressable market of 136 million texting Americans, HipCricket expects to see demand for interactive mobile marketing grow as broadcasters and brands look for proven methods to reach an ever more connected audience. Today's new partnership announcement is another milestone for HipCricket and a clear prediction of continued success for them - building on their current 200 percent client growth year-over-year - and for the mobile marketing industry.

About HipCricket

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.

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