



HipCricket, McVay Media Announce Mobile Marketing Alliance

Partners to bring nation's largest mobile marketing operation to broadcasters and brands

Bellevue, WA - July 17, 2007 - HipCricket, a pioneering mobile marketing company, and McVay Media, one of the foremost broadcast and advertising agency consulting firms, today announced an alliance to help their clients extend and translate marketing campaigns to the mobile phone screen.

Together, the partners serve a network of more than 200 broadcast outlets, including radio groups such as Clear Channel, Cox, CBS, ESPN, and Fox Sports, TV networks such as NBC, ABC and brands such as General Motors, Disney, and I-Cruise.

HipCricket's deep broadcast experience has helped build the nation's largest mobile marketing operation focused on generating revenue and increasing audience loyalty for broadcasters and brands. Over the past 12 months, the company's industry-leading product and dedicated customer care drove 250 percent growth in its client base by creating measurable, one-to-one relationships between station's advertisers and their customers and prospects, with some stations experiencing as much as 24 percent revenue growth.

"Mike McVay is a visionary in this industry, and a partner we trust to help HipCricket offer its full service, turn-key solution to an even broader audience," said Ivan Braiker, CEO of HipCricket. "Given the glacial pace of revenue growth in the broadcast market, station managers are looking for ways to jump start both their top and bottom line. With thousands of successful campaigns under our belt, clients can quickly generate real dollars using a simple tool that offers repeatable results without having to add headcount to manage the technology or new infrastructure.

McVay Media brings more than 20 years of consulting experience to the partnership, having helped a wide variety of broadcast clients around the world find their unique voice and grow their business.

"With cell phone penetration now reaching more than 238 million Americans, broadcast and agency clients are crying out to us for ways to capture the hearts, minds, and wallets of mobile consumers," said Mike McVay, President of McVay Media. "HipCricket's employees are broadcast, advertising, and mobile insiders, so they understand better than anyone how to serve our clients. They're the right partner with the right stuff."

For more information, text the word 'MCVAY' on your mobile phone to the number 36617 or go to <http://www.hipcricket.com/McVay>.

About HipCricket

HipCricket Inc. specializes in producing interactive mobile marketing campaigns that generate non-traditional revenue for radio, television and agency clients. The company makes every ad and promotion totally interactive. HipCricket gives 95% of all cell phones users the opportunity to participate, delivers a proven response rate and added accountability to advertisers, and takes broadcasters and brands farther than they have ever gone before - right into the pockets of consumers.

HipCricket's industry experts provide all the technology, text creative ideas and execution to support nimble campaigns that stimulate unprecedented audience involvement and generate higher revenues from advertisers.

Since its launch in 2004, HipCricket has delivered outstanding results for the biggest broadcast groups in the U.S., including: Clear Channel Radio, Premiere Radio Networks, ABC, Cumulus Radio, Katz Media Group, Beasley Communications, Bonneville International, Cox Radio, Media General, NBC and many more. For more information, please visit www.hipcricket.com.

About McVay Media

Founded in 1983 by Mike and Doris McVay, McVay Media has been consulting Radio and Network programming for 24 years. The firm is continually evolving as the media world evolves. Today the company consults more than 100 radio stations around the world, advises syndication and network programming, internet initiatives, television, the film and music industry, and serves as a consultant to authors, and artist management companies. McVay Media also consults an on-line cruise company, as well as the magazine and newspaper industries. Visit <http://www.mcvaymedia.com> for more information.

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