



HipCricket Continues to Expand Executive Team

Mobile Marketing Company Hires President and Chief Operating Officer

Bellevue, WA - July 31, 2007 - HipCricket, a pioneering mobile marketing company that creates measurable, real-time, one-to-one relationships between advertisers and their customers and prospects, has continued to build out its executive team with the naming of Eric Harber as President and Chief Operating Officer.

The senior hire comes after a series of major milestones for HipCricket including closing of Series B funding, an exclusive mobile messaging traffic alert agreement with Clear Channel, the signing of over 40 exclusive radio station contracts and the announcement of an alliance with McVay Media, one of the foremost broadcast and advertising agency consulting firms.

Harber joins HipCricket to lead operations and develop and direct the company's growth strategy. His seasoned executive level experience in fast growing, technology based businesses will be leveraged as HipCricket builds on its 250 percent year-over-year growth.

"HipCricket is on a fast growth trajectory and we're excited to bring Eric on board to help drive our continued development," said Ivan Braiker, CEO of HipCricket. "Eric is well known for his expertise in strategy, business development and growth management and his addition to our team will further strengthen our ability to design and implement successful campaigns for radio, television and brands."

Most recently, Harber was at Amdocs | Qpass, where he held the position of Vice President of Business Development in the Amdocs Advertising, Commerce, and Entertainment Division. In his Qpass role, he helped grow employee headcount from under 100 to over 300, increase revenue 10 times, take the U.S. company global and eventually sell it to Amdocs. In addition to business development, Harber has rich experience in the mobile space. As Chief Marketing Officer and Senior Vice President at Motricity, he was instrumental in closing deals with some of the largest wireless carriers in the US, Canada and the UK. Prior, Harber held senior management positions at Citigroup (formerly Citicorp), Accenture, Nortel Networks and Channel Advisor Corporation.

"HipCricket has experienced tremendous success and the company's stellar talent is a key driver behind that," said Harber. "We're on the cusp of further growth and I'm

thrilled to be part of a company focused on generating new revenue for broadcasters and brands."

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.

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