



Hipcricket Hires Vice President of Brand Solutions

Mobile Marketing Veteran Brings Record of Success With McDonalds, Ogilvy, Verizon Wireless, Dunkin Donuts and Snapple

Bellevue, WA - December 11, 2007 – Hipcricket, Inc., a pioneering mobile marketing company that creates measurable, real-time, one-to-one relationships between advertisers and their customers and prospects, has named Steven Siegel Vice President of Brand Solutions. Siegel has developed successful mobile marketing programs for brands and agencies such as Dunkin Donuts, The History Channel, McDonalds, Snapple, Verizon Wireless, Viacom, Mediacom and Ogilvy.

Most recently, Siegel was Vice President of Mobile Marketing & Solutions at Enpocket (now Nokia Ad Solutions). He has created strategic mobile marketing programs for operators, media companies, marketers and agencies, and drove significant gains in new market revenue over the past four years. Siegel has also held senior sales and management positions at Responsys (an email service provider), Engage Media, and Mediacom/Beyond Interactive.

The hire comes at the end of another significant year for Hipcricket's brand business. The company orchestrated successful promotions with Nestle Waters, M&M Mars, Chevrolet and Nintendo, among many others.

“Hipcricket's brand business has experienced significant growth and developed a reputation for accelerating revenue and creating loyalty for national brand leaders and agencies,” said Eric Harber, Hipcricket's president and chief operating officer. “Steven's expertise in integrated marketing and mobility, combined with his management acumen, further strengthens our ability to design and implement superior campaigns for our clients.”

“Hipcricket is doing impressive work for brands and the company's commitment to its clients is a major factor in its success to date,” said Siegel. “Brand marketers and agencies are increasingly looking to include mobile as an integrated part of their campaigns. I'm thrilled to be part of a company that has produced over 16,000 mobile marketing campaigns and is generating results for its clients today.”

About Hipcricket

Hipcricket Inc. specializes in producing interactive mobile marketing campaigns that generate new revenue for radio, television, brand and agency clients. The company

drives revenue and increases listenership, viewership and loyalty by tapping into the behaviors and interests of more than 136 million Americans. Hipcricket's unique technology creates one-to-one relationships between participants and advertisers, based on the trust of an opt-in only program. Since its launch in 2004, Hipcricket has delivered outstanding results for the biggest brands and broadcast groups in the U.S., including: Clear Channel Radio, Premiere Radio Networks, Cumulus Radio, Triad Broadcasting Company, Perry Broadcasting Inc., Press Communications, Sandusky Broadcasting, Katz Media Group, Beasley Communications, Bonneville International, Cox Radio, Media General, NBC, Coca-Cola, Staples, Maybelline and Hershey's. For more information, please visit www.hipcricket.com.

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