



## **HipCricket Extends its Reach to Mexico**

KIRKLAND, WA -- March 18, 2009: HipCricket is going international, beginning with a new strategic partnership in Mexico, with investors Pablo Peralta and Enrique Lopez-Negrete. Lopez-Negrete is serving as CEO of the new HipCricket de Mexico.

HipCricket de Mexico will produce mobile programs to reach the nation's nearly 78 million mobile subscribers. Stats from the Mobile Marketing Association show that 64 percent of Mexicans text daily or weekly, 34 percent are "highly interested" in receiving alerts for special sales, and 30 percent are highly interested in participating in text-to-win contests.

"This is a perfect match in many ways," said HipCricket CEO Ivan Braiker. "Our partners are among the most respected and connected in Mexico and Latin America. Plus, according to the Mobile Marketing Association, Mexican consumers spend more than eight hours a week on their phones, nearly six hours watching television, and approximately five hours listening to the radio. Mexican broadcasters will benefit from our unique offerings that will provide a connection with consumers on their most personal devices."

Lopez-Negrete said, "We intend to extend HipCricket's leadership by offering its unmatched proven platform, deep experience, and customer service to Mexican mobile operators, brands and broadcasters. The timing is right given the Mexican consumer's mobile phone interests and habits."