



HipCricket Adds Mobile Marketing Veteran To Lead Fast-Growing Brand Division

Mobile Marketing Leader Names Scott Debson Vice President of Brand Solutions

Kirkland, Wash. – March 25, 2009 – [HipCricket](#), the mobile marketing leader that has produced successful campaigns for such storied brands as Nestle, Macy's, Staples and Coca Cola, has named mobile marketing executive Scott Debson Vice President of Brand Solutions. Debson has worked on more than 200 mobile marketing and content campaigns in the United States and Europe for clients including Warner Music Group, adidas and Paramount Pictures, among others.

Debson was General Manager and Senior Vice President, Personalization, for mobile media company Zingy. His business unit was responsible for more than \$30 million in retail revenue in 2006 and 2007 generated from the sale of mobile content, WAP deck programming, advertising and sponsorships. Debson obtained exclusive relationships with a variety of media companies, celebrities and brands including 50 Cent, Paramount Pictures, MTV and General Motors.

Prior to joining Zingy in 2004, Debson co-founded not13, one of the first mobile marketing and content companies in both the United Kingdom and the U.S. He led his team in the successful launch of the world's first ad supported, direct-to-consumer SMS lottery. not13 was also responsible for the implementation of the first cross-carrier short code campaign in the U.S. with Elektra Records in 2002. Most recently, Debson has run his own consulting business working with various media companies and brands across business development and new media strategy. His clients have included Reality TV production company Rocket Science Laboratories, The Bob Marley Group of Companies and MGM Studios.

Based in New York, HipCricket's Brand division has received significant accolades. Its program for Wiley Publishing's *For Dummies* books won the Mobile Marketing Association's North America Cross-Media Integration award for its effective extension to traditional media through SMS, WAP and mobile advertising.

HipCricket is the mobile marketing solutions provider for leading retailer Macy's. The company's QSR (quick service restaurant) solutions are employed in campaigns by Arby's, McDonald's and Burger King, among others.

"Under Scott's leadership, HipCricket will be even more of a 'go-to' resource for brands and agencies," said Eric Harber, HipCricket President and Chief Operating Officer. "Employing our robust technology and unmatched strategic and creative services, the company offers measurability and products and solutions that facilitate engagement and sales. Scott understands the possibilities better than anyone."

"Through more than 33,000 campaigns with some of the world's leading brands and agencies, HipCricket has established itself as a leader and a pioneer," Debson said. "I'm eager to work with some of the most strategic and creative mobile marketing minds in the business."

About HipCricket

HipCricket, Inc. drives new revenue and customer loyalty for consumer brands and broadcast stations through strategic, creative and measurable mobile marketing interactivity. Recognized as a pioneer by CTIA, the preeminent wireless association, the mobile marketing software and solutions company has delivered more than 33,000 successful campaigns for customers including Coca Cola, Staples, Hershey's, Jameson, Clear Channel Radio, Premiere Radio Networks, Sandusky Broadcasting and NBC. With its unique technology and experienced, customer-focused team, HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and now connects brands with audiences they desire to reach via the first comprehensive Hispanic Mobile Marketing Network. The company is based near Seattle with additional operations in New York and Mexico City. More information can be found at www.hipcricket.com.

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