



HipCricket Brings Mobile Marketing to “Wedlock or Deadlock”

*Campaign Enables Viewers to Vote Via Mobile Device and
Opt In to Receive Additional Information*

Kirkland, Wash. – September 9, 2009 – Mobile marketing leader [HipCricket](#) has teamed with Twentieth Television’s new program, “[Wedlock or Deadlock](#)” to connect with viewers through their mobile devices. The campaign includes interactive polls via mobile messaging on whether the featured couples on “Wedlock or Deadlock” should marry or separate.

Each episode of “Wedlock or Deadlock” features an engaged couple with concerns about their relationship and questions about whether they have what it takes to get married. The show presents each couple the opportunity to discuss their hopes and fears with Dr. Michelle Callahan, psychologist and relationship expert. To complement Dr. Callahan’s final decision, during the half-hour program, viewers follow on-air prompts to text in and vote on whether couples should wed or go their separate ways. Additionally, the at-home audience is given the opportunity to opt in to receive daily “Lovesopes” provided by Tarot.com.

Ivan Braiker, CEO of HipCricket stated: “Wedlock or Deadlock’s target demographic is a young, hip audience, so adding a mobile element is a perfect fit. By using HipCricket’s mobile marketing solutions, the show not only engages its audience during the show but also facilitates an ongoing relationship with viewers even when the show is not on the air.”

“Wedlock or Deadlock” is currently being tested on the Fox Television Stations in New York, Tampa, Phoenix, Dallas and Memphis.

About HipCricket

HipCricket, Inc. drives new revenue and customer loyalty for consumer brands, broadcast stations, and media companies 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 40,000 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.

About Twentieth Television

A leader in the U.S. program production and distribution arena, Twentieth Television provides a wide array of first-run, network and off-network programming, as well as feature film packages, to the syndication and cable marketplaces. First-run programs distributed by Twentieth Television include the

game show “Are You Smarter Than a 5th Grader?,” the court shows “Divorce Court” and “Judge Alex.” Off-net shows distributed by Twentieth include “Family Guy,” “24,” “COPS,” “The Simpsons,” “Boston Legal” and the fall 2009 launch of “My Name is Earl” & “Bones” followed by the 2010 launch of “The Unit” and “How I Met Your Mother.”

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