



NEWS – For Immediate Release

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Carl's Jr. Oklahoma Franchise and Tetherball Roll Out Mobile Rewards Program with Redemption Rates of up to 39 Percent!

Best thing since the invention of the Big Carl™ Burger offers juicy opportunity that customers can sink their teeth into!

INDIANAPOLIS, IN – May 24, 2010 - Tetherball, an industry leader in mobile loyalty and rewards solutions, and Star Chasers Oklahoma, today announced the launch of the mobile rewards program for Carl's Jr. Oklahoma stores. The charbroiled burger chain known for its innovative menu offerings and creative advertising has chosen Tetherball's robust mobile marketing solution to connect with customers and make it even easier for them to get great offers.

"We see mobile marketing as a functional and complementary solution that we've been able to easily integrate with our existing marketing and advertising programs, thanks to the great help we've gotten from Tetherball," said Troy Beats, Vice President of Marketing/Operations for Star Chasers Oklahoma, Inc., franchisee of 39 Carl's Jr. locations. "This new medium allows us to reach a broad range of customers well beyond our loyal base of core 'young hungry-guy' customers. Most people today, young and old, are using their mobile phones for just about everything, especially when they are out and about and thinking of where to eat."

The Carl's Jr. Mobile Rewards program is up and running in 37 Oklahoma locations and two Northern Texas locations – and has seen redemption rates as high as 39 percent. Customers opting into the program receive, on average, one text coupon offer per week. What's more, tracking mobile program success is simple – text offers include special promotional codes within the message that allow stores to keep track of redemptions via their point-of-sale systems.

"Tetherball's experience in the fast food industry has been paramount in the successful deployment of our mobile loyalty program," said Beats. "Starting something new and unknown can be daunting; however, it has been reassuring to go through the process with Tetherball in our corner. Tetherball provides a full service approach – not only supplying the mobile connectivity and managing the technical aspects of the program – but also assisting in the marketing and implementation. They've provided expert guidance in membership acquisition, employee communications and engagement, offer selection and scripting, as well as detailed reporting using Tetherball's Mobiquitous™ reporting platform."

"Combining our in-depth experience managing mobile rewards programs with a brand eager to expand into mobile has proved to be a winning combination," said Scott Yancey, Founder and CEO of Tetherball. "We're all very excited about the partnership and expect we'll continue to see great results for all stakeholders."

About Tetherball

Tetherball, an innovative Mobile Loyalty services provider, offers a different approach to digital relationship marketing by "tethering" brands to target audiences through their mobile devices. Tetherball programs increase revenue, improve profitability and drive customer loyalty through mobile coupons, mobile rewards programs, mobile sweepstakes and mobile notifications. Tetherball clients enjoy real time analytics and reporting on program performance and redemption through Mobiquitous 2.0™, Tetherball's own patent-pending web-based intelligent analytics platform. Tetherball serves national retailers and ad agencies and has delivered over 150% growth in new revenue and higher customer retention and loyalty for these clients. Founded in 2007, Tetherball was the first company in the U.S. to deploy an RFID based mobile loyalty solution and is one of the fastest growing mobile marketing companies in the United States. For more information, please visit www.tetherball360.com.

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