



NEWS RELEASE

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For Immediate Release

Tetherball Launches Ground Breaking MMS & Redemption Pilot

Strategic Partnership with Dairy Queen and WEconnectIt Closes the Loop Allowing Real-time Redemption

INDIANAPOLIS, IN – February 23, 2009 - Tetherball, an industry leader in mobile loyalty and rewards solutions, reported today on the results of its strategic partnership with Dairy Queen and WEconnectIt. Tetherball introduced Dairy Queen to the unique, fully integrated coupon redemption process WEconnectIt supports.

“We’ve been running successful mobile loyalty programs with Tetherball and were looking for a more sophisticated redemption procedure with out changing our older point-of-sale system,” said Dave Reasner, Dairy Queen franchisee. Tetherball introduced the WEconnectIt solution to help ‘close the loop’ and provide real-time coupon redemption. “Creating a quick, easy process that wouldn’t slow down the line or create a bad customer experience was key to our solution,” stated Reasner.

The in-store redemption process utilizes several elements including Multimedia Messaging Service, MMS, unique 2D barcodes, Motorola imagers and the WEconnectIt box to create a streamlined redemption process that cuts down on coupon over redemption and employee fraud.

Reasner continued, “By using MMS messaging, we are able to complete the redemption process via the unique two-dimensional barcode, but we are also able to send enticing photos of the food. This really got our customers excited and created some buzz.”

“This technology platform is a step towards revolutionizing the mobile marketing arena,” said Scott Yancey, President of Tetherball. “Mobile marketers have been struggling to develop a solution that eliminates fraud and allows our clients to measure the performance of their campaigns with real time validation and reporting. Brands are looking for a reliable mobile solution and our solution does both with exceptional results.

“Point of sale units and software are an expensive investment for retailers. We’ve made our niche in adding new functionality to legacy store registers allowing retailers to extend the life of their POS systems without buying new registers or making expensive programming changes,” said Jack Eggert, President of WEconnectIt. “We generally deal with traditional paper coupons, so when we got the opportunity to work with Tetherball on mobile coupons we were very excited.” said Eggert.

About Tetherball

Tetherball, a leading edge mobile marketing applications service 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™, Tetherball's own patent-pending web-based intelligent analytics platform. Tetherball serves national retailers and ad agencies in the Quick Service Restaurants (QSR) and entertainment industries and has delivered over 150% growth in new revenue and higher customer retention and loyalty for these clients. Founded in 2007 by Scott Yancey, Tetherball is now one of the fastest growing mobile marketing companies in the United States. For more information, please visit www.tetherball360.com.

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