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For Immediate Release

## **HotBox Pizza Partners with Tetherball to Invigorate Mobile Marketing Program**

### ***Successful Pilot with Tetherball Proves Not All Mobile Programs are Created Equal***

**INDIANAPOLIS, IN – May 27, 2009** - Tetherball, an industry leader in mobile loyalty and rewards solutions, reported today on the results of its new strategic partnership with HotBox Pizza. Tetherball reconstructed HotBox Pizza's original "BoxStar" mobile marketing campaign to create a fresh and positive buzz and excitement for the program allowing HotBox's funky fresh style to shine through.

"Our first try at mobile marketing was a shot in the dark," said HotBox Pizza's Managing Member, Gabriel Connell. "We knew it was the new, up and coming medium to reach our younger customers but didn't have much guidance on what to do. We had been working with another mobile marketing company, but just weren't seeing the results we had hoped for and it seemed like we had hit a dead end. Tetherball came in with a clear strategy and vision on how to make our mobile loyalty program deliver traffic to our stores. They created a robust solution that produced the measurable results we were hoping to see from a mobile loyalty program."

Members of the HotBox Pizza mobile loyalty program receive discounts and notifications on their mobile phones that highlight menu items, special deals, and upcoming community events in which HotBox Pizza will be involved. The fully permission-based campaign that Tetherball implemented revived the "BoxStar" campaign and confirmed the power of mobile marketing to HotBox Pizza, which has now implemented the Tetherball solution system wide.

During the Tetherball pilot program, HotBox saw a 24 percent redemption rate on the initial opt-in offer followed by a 10 percent redemption rate on proceeding offers. These are substantially better results compared to traditional paper and online coupons that generally deliver less than two percent redemption rates. "HotBox Pizza has its own unique style and flair and it was important to us to maintain that style and originality when engaging with our mobile consumers," said Nikki Halcomb, HotBox Pizza, Director of Marketing. "Tetherball has delivered top quality services using an approach that has allowed us to stay young and fresh to our 'BoxStars,' and stay top of mind and relevant."

"We have been managing mobile loyalty rewards programs for nearly two years in actual customer environments, and have developed solutions that consistently deliver outstanding results," said Jay Highley, President and Chief Operating Officer at Tetherball. "There are a lot of start-ups jumping on the mobile marketing bandwagon and making lofty promises without the depth of experience we have to deliver measurable results. At Tetherball, we understand that it takes experience and hard work and at the end of the day, it's all about delivering measurable results for our clients," added Highley.

## **About Tetherball**

*Tetherball 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’s patent pending intelligent analytics platform, Mobiquitous, allows clients to view real time analytics and reporting on program performance and redemption.*

*Founded in 2007 by Scott Yancey, Tetherball is one of the fastest growing mobile marketing companies in the United States. The Tetherball leadership team has over 150 years of combined experience in marketing, ad agency and mobile experience. Tetherball is currently the mobile marketing company of record for a number of national retailers and ad agencies in the Quick Service Restaurants (QSR) and entertainment industries. Through these relationships, Tetherball has implemented numerous mobile marketing solutions that have delivered over 160% growth in new revenue and higher customer retention and loyalty.*

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