



Tetherball Recognizes New Use for Location Based Services

Location Based Guest Recognition Feature Newest Addition to Product Features Portfolio

INDIANAPOLIS, IN – March 23, 2010 - Tetherball, an industry leader in mobile loyalty and rewards solutions, today introduced a new set of member engagement capabilities utilizing Location Based Services, LBS. The LBS guest recognition capability is an enhancement on Tetherball's RFID based programs. This feature leverages Tetherball's position in the evolving mobile ecosystem.

The location based guest recognition program utilizes multiple technology platforms including SMS text messaging, Radio Frequency Identification (RFID), "Smart Posters", and Tetherball's proprietary intelligence engine, Mobiquitous™. The intricate, cross-platform communications network is in cue until triggered by an individual member's unique RFID Tetherball Tag™.

"Brands are searching for new, innovative ways to engage and interact directly with their customer base. LBS has honed this image as in eerie, unfamiliar tracking device. We use the LBS capability to create a more personal mobile experience," said Scott Yancey, Founder and CEO of Tetherball.

How it works:

A mobile loyalty member taps their RFID Tetherball Tag™ at an on-site Smart Poster equipped with a RFID reader. Tapping the tag triggers multiple actions across the communication network; it locates the member, retrieves their individual account, and processes the subsequent communication delivered back to the member. Depending on the program specifics, the communication possibilities are virtually unlimited; location specific offers or announcement can be delivered, attendance points can be accrued, or entry into a sweepstakes.

"Rather than blasting out messages to an entire customer base, we can refine our target and communicate with those we know are present. We want to avoid the possibility of members becoming numb to the messages and focus on building deeper, more effective long-term relationships," stated Yancey.

The location based guest recognition program recently debuted at a four day Las Vegas event. Smart posters, displayed during a pub-crawl and other events, were utilized to locate members, track attendance, and award prizes.

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 offers a sophisticated mobile loyalty application for retailers and restaurants. For more information, please visit www.tetherball360.com.

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