



Tetherball Springboards Mobile Loyalty Program for Qdoba

More than Twenty Percent Try Out Mobile Loyalty at First Public Debut

INDIANAPOLIS, IN – July 2, 2009 - Tetherball, an industry leader in mobile loyalty and rewards solutions, today announced the launch of Qdoba Mobile Rewards. The Mexican fast-casual franchise will use Tetherball's powerful mobile loyalty solution to expand on their existing loyalty program to make it even easier for their customers to get great offers.

"We already offer a standard loyalty card program in our stores and see customers picking up the membership cards, but only about one in four activate the cards to join," said Brent Higgins, Director of Marketing, Aztec Partners LLC, franchisee of 26 Qdoba locations. "With our new mobile loyalty program, activation is easier than ever — customers just text on their mobile phones and can then start immediately enjoying great offers from Qdoba! It's that simple! It's a terrific way to interact with our younger customers who use their mobile phones for just about everything. After joining, they'll get great deals and information delivered right to their phone – and we'll gain more loyal customers," said Higgins.

Tetherball's fully customizable permission-based text messaging mobile marketing platform allows brands to intimately interact with customers through their mobile phones and allows loyal customers to benefit instantly from offers. The Qdoba Mobile Rewards program kicked off at an Indianapolis market festival during which nearly 20 percent of festival attendees engaged the mobile program –indicating strong acceptance of offers made via mobile.

Unlike other mobile marketing programs, no downloading of special software or an expensive mobile data plan is necessary. The solution is simple and it works on any phone. Tetherball clients' mobile loyalty programs have seen up to 24 percent redemption rates on initial opt-in offers followed by 10 percent redemption rates on proceeding offers — substantially better results than the less than two percent redemption rates offered by traditional paper and online coupons.

"Brands are beginning to recognize how powerful out-of-home marketing can be. With mobile, brands can intimately communicate and deliver value to their customers when they are on the go," said Jay Highley, President and COO of Tetherball. "We create mobile loyalty programs that help build our clients' brands and enhance their customers' experience. With more than two years of experience managing mobile loyalty rewards programs for our clients, we have developed solutions that consistently deliver outstanding results, eliminate fraud, and offer a convenient way to communicate with a mobile demographic. 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, 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.