



NEWS – For Immediate Release

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Tetherball Serves Up Spicy Hot Mobile Loyalty Program Results for Qdoba Mexican Grill!!

Mexican Grill Sees Explosive Member Growth and Redemption Rates up to 40%

INDIANAPOLIS, IN – November 10, 2009 - Tetherball, an industry leader in mobile loyalty and rewards solutions, is reporting explosive program growth and industry leading results for clients like Qdoba Mexican Grill and others. The Mexican fast-casual franchise is using Tetherball's powerful mobile loyalty solution to expand on their existing "wallet card based" loyalty program to reach an on-the-go audience and drive incremental revenue and traffic during non-peak hours. The Qdoba Mobile Rewards program kicked off in early July at several holiday festivals where nearly 20 percent of attendees engaged the mobile program –indicating strong acceptance of mobile offers by savvy on-the-go consumers.

"The results we've seen since launching our mobile rewards program in early July are greater than even our most optimistic projections," said Brent Higgins, Director of Marketing for Aztec Partners LLC, one of the largest Qdoba franchisees in the nation. "We're realizing a huge bang for our investment buck and our customers love how simple it is to get offers and save money during this difficult economy. The proof is in the numbers — redemption rates for our mobile loyalty program are averaging 16% and, incredibly, we've seen specific campaign redemption rates at our university locations as high as 40%! No matter how strong the offer, we've never seen these kinds of redemption rates with paper or online coupons. What's more, we're seeing explosive loyalty member growth and the cool thing is — once our customers join, they stay with us — our average opt out rate is less than 8%!" said Higgins.

Tetherball's fully customizable permission-based text messaging mobile loyalty solution allows brands to intimately interact with customers through any mobile phone and allows loyal customers to benefit by earning points and getting exclusive offers. Unlike other mobile marketing programs, Tetherball's solution doesn't require downloading of special software or apps. It's radically simple and it works on ANY phone.

"The results we're achieving with Qdoba offer further validation of what we've been saying all along — mobile loyalty works — it's the way our on-the-go society likes to communicate. And because mobile loyalty programs are permission based, users get to decide who they want to hear from and get offers from trusted sources only," said Jay Highley, President and COO of Tetherball. "We've been at this for more than two years and have developed innovative solutions that consistently deliver outstanding results and eliminate fraud — and some of the biggest brands in the U.S. have jumped on the mobile marketing bandwagon with us such as McDonalds, Arby's, Dairy Queen and Dunkin' Donuts. At the end of the day, it's all about brands reaching their target audiences in a relevant way and developing a trusted relationship in which there is a real value transfer — mobile loyalty programs do all this and more!"

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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