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NEWS RELEASE

For Immediate Release

Tetherball Launches Patent-Pending Mobiquitous™ Reporting Platform

Robust Analytics and Reporting Platform Provides Clients with Real Time Reporting and Visibility

INDIANAPOLIS, IN – October 12, 2008 – [Tetherball](#), an industry leader in mobile loyalty and mobile rewards solutions, announced today the launch of Mobiquitous™, a web based reporting tool that provides real time visibility and reporting into mobile loyalty program performance, including member purchasing and offer redemption patterns. Tetherball enables brands to develop relevant and trusted relationships with their customers through their mobile devices. Tetherball offers a unique approach to digital relationship marketing by "tethering" brands to their target audiences through permission based mobile coupons, rewards programs, sweepstakes, and alerts.

"This is the critical next step in our evolution of providing mobile loyalty and rewards for our clients allowing them to "close the loop" and gain real time visibility into what's working and what's not in their mobile marketing programs," said Scott Yancey, Founder and CEO of Tetherball. "There is a lot of clutter and confusion in the mobile marketing arena today and many solution providers are only bringing half the answer to the table. Mobiquitous delivers the other critical half of the solution – real time performance reporting." Yancey adds "Whether it's reporting at a specific campaign level, geographical level or specific time of day, Mobiquitous provides our clients with a "real time window" so that they can adjust quickly and leverage the real time nature of mobile marketing."

In addition to real time web based reporting, Mobiquitous is extremely flexible and supports both standard reporting, as well as fully customizable on-the-fly reporting to deliver better visibility and analytics around specific program performance. Mobiquitous can be set up on a hierarchy structure to allow a view and analytics at a local, regional or national level, depending on the user's ID and permission levels.

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 alerts. Tetherball clients also enjoy real time analytics and reporting on program performance and redemption through Mobiquitous, Tetherball's own web based intelligent analytics platform.

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 that target young mobile users who are eager to create one-to-one relationships with their favorite restaurants or movie theaters in which they can receive instant promotions or coupons on their mobile phones — especially during these tough economic times. Through these relationships, Tetherball has implemented numerous mobile marketing solutions that have delivered over 150% growth in new revenue and higher customer

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retention and loyalty. 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.

For more information, please visit www.tetherball360.com.

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