



NEWS – For Immediate Release

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Tetherball Teams with ViVOtech to Accelerate Mass Adoption of Mobile Loyalty Programs through Contactless Redemption

Companies Form Collaborative Alliance to Launch Contactless Mobile Loyalty Solutions Using Existing Handsets Aimed at Advancing Mobile Loyalty Deployment in U.S.

INDIANAPOLIS, IN – November 3, 2009 - [Tetherball](#), an industry leader in mobile loyalty and rewards solutions, today announced it has teamed with [ViVOtech](#), the leading software provider of Near Field Communications (NFC) mobile phone payments, Over-The-Air (OTA) provisioning of promotions and payment cards, and smart poster applications, to offer its recently introduced RFID based mobile loyalty programs to existing users of ViVOtech's contactless reader technology.

"We are delighted to team with ViVOtech, a clear market leader in contactless and mobile technologies, which will allow brands to rapidly deploy and scale our RFID based mobile loyalty programs," said Jay Highley, President and COO of Tetherball. "For the 140,000 merchant locations in the United States that have deployed close to 500,000 of ViVOtech's contactless readers in total, adoption of mobile loyalty programs is easier than ever —no other equipment or software is required to establish a measurable mobile marketing solution through Tetherball. Brands are looking to deploy a simple, easy-to-adopt mobile solution that allows them to build and measure their mobile loyalty programs — our RFID tag technology and patent pending Mobiquitous™ 2.0 reporting platform combined with ViVOtech's readers allows them to do both – and more!"

"This alliance bodes well for Tetherball, ViVOtech and the mobile marketing industry as a whole. Tetherball's solution, combined with our mobile contactless technology for existing handsets, paves the way for brands to quickly and efficiently add mobile loyalty to their marketing mix," said Mohammad Khan, President and Founder of ViVOtech Inc. "Using this customer-engaging mobile loyalty program, merchants will be able to deliver personalized promotions to their customers based on who they are and where they are."

How it Works

Integrating traditional marketing methods such as in-store advertising, customers are engaged to sign up for mobile loyalty rewards programs offering promotional discounts and rewards points for purchases or visits. Upon joining, customers are given a Tetherball Tag™ powered by ViVOtech technology, a tiny RFID chip that is easily affixed to their current mobile phones, which uniquely identifies them through Tetherball's sophisticated technology platform. Tetherball clients are then able to send offers to their customers via standard text messaging. Offers are redeemed electronically using existing in-store Contactless point-of-sale terminals or stand-alone Contactless kiosks provided by Tetherball.

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.

About ViVOtech

ViVOtech (www.vivotech.com) ViVOtech (www.vivotech.com) is the leading end to end enabler of next generation mobile payments, loyalty, and marketing solutions. ViVOtech provides Near Field Communication (NFC) mobile payment solutions, mobile marketing and loyalty applications software, Over-The-Air (OTA) provisioning infrastructure software, NFC smart posters, and contactless terminals. ViVOtech's products are used by the most prominent retailers all over the globe and today the company has shipped over 550,000 contactless terminals to more than 35 countries worldwide. In 2009 ViVOtech received the prestigious Frost and Sullivan North American Smart Cards Product Line Strategy of the Year Award. ViVOtech was named #1 in ABI Research's Contactless & NFC Reader Ranking Report, last issued in 2008. ViVOtech's investors include Citi, First Data Corporation, Motorola Ventures, NCR, and Nokia Growth Partners.

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