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Tele: 317.818.8800
31 South Rangeline Road
Carmel, IN 46032
www.tetherball360.com

For Immediate Release

Mobile Marketing Veteran Takes Top Role at Tetherball

Veteran Hired to Pilot Company's Growth to Next Phase in Mobile Marketing Arena

INDIANAPOLIS, IN – April 28, 2009 – [Tetherball](#), an industry leader in mobile loyalty and rewards solutions, announced today that Jay Highley has joined the Company's executive team as President and Chief Operating Officer. 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.

"I am very excited to join a team that truly understands the mobile marketing space and has client deployments up and running for national brands that are delivering groundbreaking results," said Highley. "In fact, in a recent marketing campaign for a nationally recognized brand, our client experienced year-over-year revenue growth of over 160 percent during the Easter weekend holiday! Too many mobile marketing providers are fixated on the technology rather than a user experience that is easily adopted, viral, works on any phone and delivers real user value to a mass audience."

Highley was formerly the Chief Marketing and Sales Officer at ChaCha, the fastest growing mobile search company in the U.S. and also led Integrated Mobile, Inc. as CEO, an enterprise wireless solutions provider, during which time it was one of the fastest growing privately held companies in the United States. During his career, Highley has also held a number of executive level positions at Sprint including Corporate VP of Marketing and President of Business Sales.

"Having someone with Jay's successful track record of leading early stage companies through their high growth phase, combined with his 20 plus years of mobile industry and marketing experience is a perfect fit for Tetherball," said Scott Yancy, CEO and Founder of Tetherball. "Jay's knowledge, deep experience and understanding that mobile marketing is a completely different ball game than traditional marketing will be invaluable to our clients and in boosting Tetherball to the next phase in our growth strategy. Jay thoroughly understands that mobile marketing requires a different approach to build a trusted relationship that translates into real value for both clients and their customers."

The Company also announced that it has added Jeffrey Belk, Iain Gilliott, and Rich Pilnik to its Advisory Board. Belk is currently a principal of ICT168 Capital, LLC after spending nearly 14 years at Qualcomm, including being the VP of Marketing and Strategy. Gilliott, President of [iGR Inc.](#), is a well respected industry analyst and consultant serving numerous wireless technology providers in the mobile industry. Pilnik has expansive global management and marketing expertise having spent more than twenty five years at Eli Lilly including being Group Vice President and Chief Marketing Officer, President of European Operations and Vice President Global Marketing and Sales.

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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 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.

Contacts:

Melodye Demastus, Public Relations

Tele: 614.771.8810

mdemastus@columbus.rr.com