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Media Contacts:

John Wagner, qtags
281-565-6045

john@wagnermarketingandpr.com

Allison Gower, qtags
713-478-3266

agower@qtags.com

Hector Pages, Brandmovers, Inc.
678-718-1842

hpages@brandmovers.com

qtags and Brandmovers join forces to solve advertisers' mobile marketing dilemma

Houston (August 11, 2006) - Brandmovers, Inc., "The Engagement Marketers," and qtags, a short-code texting platform, have teamed up to offer advertisers turn-key solutions for text-message powered promotional campaigns.

As part of the partnership, Brandmovers will use qtags as its exclusive text-messaging platform for mobility-oriented advertising and promotional campaigns, and qtags will exclusively offer Brandmovers powered micro-sites that enable advertisers to engage their audience with community offerings and news, as well as deliver coupons, contests and instant-win solutions. The off-the-shelf style, fully managed solutions can be activated by an advertiser quickly and with little or no customization.

"We chose qtags text to power our promotions because it is the most consumer-friendly service in the mobility market. The qtags text platform is always non-premium, which means consumers are not charged to participate in texting promotions powered by qtags (although standard carrier rates do apply), and consumers' mobile numbers and other information are kept private. This consumer-friendly premise will increase participation in our clients' programs," says Hector Pages, COO of Brandmovers. "And for advertisers, in addition to being a complete off-the-shelf solution, qtags-based promotions offer two chances to send marketing messages to the consumer, first, as an instant reply on their mobile phone, and another on a special web page or branded micro-site."



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"Brandmovers is a trend setting company in the promotional marketing space, and they are developing pioneering campaigns that leverage mobility marketing," says Allison Gower, qtags president and co-founder. "This hot new medium is taking off because it works, mostly because it's a truly effective 'engagement' marketing technique that allows consumers to actively engage with advertisers."

Brandmovers, whose clients include Dairy Queen, Coca Cola, Mizuno and Dannon, developed its first qtags text-based solution for Red Robin restaurants. The Red Robin campaign, beginning late August, will be advertised via its servers' uniform buttons in four Houston restaurants and will invite guests to text to QTAGS (78247) for special promotions and news.

"qtags has developed the best spam-free text messaging service on the market for advertisers, and Brandmovers is the industry leader in building engaging branded community sites. We are excited to enter the mobility marketing space with such a strong partnership," adds Tim Moore, VP of operations for Cowboy Red, a franchisee of Red Robin Gourmet Burgers, Inc. (Red Robin).

About qtags

qtags have been used since Fall 2005 by some of the world's most well known brands, including HP, FYE and Rip Curl USA. The company offers the qtags service to nonprofits at no cost. For more information on how this innovative marketing concept works, setup your own qtags inbox at www.qtags.com, visit the company blog at www.allaboutqtags.typepad.com or the advertiser resource site at www.qtagsforadvertisers.com.

About Brandmovers

Brandmovers are The Engagement Marketers, connecting today's postmodern consumer to your brand. Using incentive based technology to drive trial and purchase continuity, Brandmovers builds powerful brand communities. Web, MMS, SMS, and more-- Brandmovers reaches your target audience in the digital spaces where they work and play. www.brandmovers.com

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