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Media Contacts:

Allison Gower, 877-667-2633

agower@qtags.com

John Wagner, 281-565-6045

john@wagnermarketingandpr.com

qtags inks impressive lineup of advertisers for GoodyBag launch in New York City

One-of-a-kind advertising program goes live in July on Times Square digital board.

HOUSTON (June 14, 2006) – A total of 14 national and local advertisers signed on to participate in the New York City launch of qtags' new GoodyBag program, which kicks off in Times Square in July.

National restaurant chain Applebees, music retailer FYE and the Renaissance Hotel Las Vegas lead the list of participants.

qtags' GoodyBag program delivers promotional offers via a spam-free, no-charge shortcode program. Commuters and visitors to Times Square will be encouraged to text "nycgoody" to 78247 (q-t-a-g-s) via five-second spots shown on the Port Authority's 32-foot by 38-foot digital video board.

Each time the word is texted, a different advertiser's 145-character message will be sent to the texter's mobile phone providing a special "goody," such as a coupon, unique weblink or other interactive offer.

Other participants in the program include Mobo, Tossed Restaurant, Just Pet Strollers, Diva Marketing, Musical Kisses, The Home Office Store, Greenlight Search, Sam Flax Stores, White Trash T-Shirts, Cowboys and Indians magazine and Dursos NYC Catering.

The GoodyBag rotational promo program will be available in July in cities including Chicago, San Francisco, Dallas and Atlanta. Interested advertisers can contact qtags' Sarah Darlington at sdarlington@qtags.com.



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About qtags

qtags are currently being used by some of the world's most well known brands, including HP and Rip Curl USA. The company offers the qtags service to non-profit organizations at no cost. The company currently offers qtags in the United States and Canada and service is expanding to areas such as Europe, Asia and the Caribbean. For more information on how this innovative marketing concept works, visit the company blog at www.allaboutqtags.typepad.com or the company site at www.qtags.com.

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