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qtags announces GoodyBag promotional text ads

One-of-a-kind advertising program to debut in Times Square.

HOUSTON (June 5, 2006) – qtags has created a new advertising program called GoodyBag that delivers promotional offers via a spam-free, no-charge shortcode program. The GoodyBag program is premiering in NYC's Times Square on a 32-foot by 38-foot digital video board and will feature national and regional advertisers. The board is part of the Smart Sign Media digital advertising network.

The GoodyBag ad program is unique because it hosts multiple advertising messages in a single text word. Each time the word is texted, a different advertiser's 145-character message will be sent to the texter's mobile phone, offering a special "goody."

The program's premier will display text 'nycgoody' to: 78247 for Special Offers and run as a five-second spot, 500 times a day starting in July. A sneak preview of the GoodyBag program is running June 6-9 during the Mobile Marketing and Digital Advertising shows scheduled for the Marriott Marquis Times Square.

"This is a fun, affordable way for advertisers to participate in interactive marketing and offer customers a reward at the same time," says Allison Gower, qtags president and co-founder. "More than 39 million NYC residents and visitors pass by the Port Authority digital sign each month, and the GoodyBag program gives companies unprecedented access to them at a fraction of the cost of traditional advertising."

Tom Langeland, President of Smart Sign Media says "The NYC GoodyBag program is a perfect way to offer NYC Tourists and residents something special and fun in a location where people are looking for the usual".



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Advertisers interested in the GoodyBag program in New York or for other media areas can contact qtags' Sarah Darlington at sdarlington@qtags.com.

About qtags

qtags text is spam-free and allows people to control their interaction with advertising. Non-profits can use qtags text at no cost. Currently, the qtags service is live in the United States and Canada and 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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