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## FOR IMMEDIATE RELEASE

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## Media firms to market qtags' text-to-shortcode service

*qtags signs agreements with multiple national, regional resellers.*

**HOUSTON (May 3, 2006)** – Thanks to a number of new distribution agreements, a wide range of national and regional media companies are now selling the qtags' text-to-shortcode service to advertisers and advertising agencies.

In recent weeks, qtags ([www.qtags.com](http://www.qtags.com)) has signed distribution deals with 10 several major media companies, including:

- AdVues ([www.advues.com](http://www.advues.com))
- Allodic Marketing ([www.allodicmarketing.com](http://www.allodicmarketing.com))
- Arena Media Network ([www.arena-media.com](http://www.arena-media.com))
- AvivoCom ([www.avivocom.com](http://www.avivocom.com))
- Charter Digital Media ([www.charterdigitalmedia.com](http://www.charterdigitalmedia.com))
- 50Plus Clicks ([www.50plusclicks.com](http://www.50plusclicks.com))
- iMedia Caribbean ([www.imediacaribbean.com](http://www.imediacaribbean.com))
- InTouch Media Group, Canada ([www.intouchmediagrpa.ca](http://www.intouchmediagrpa.ca))
- Studio IMC ([www.studioimc.com](http://www.studioimc.com))
- XtraMedium Communications (parent company of Aspire Digital Networks; [www.xtra-medium.com](http://www.xtra-medium.com) and [www.youaspire.com](http://www.youaspire.com))

"These 'new media' companies understand the importance of linking physical advertising – such as digital signage or point-of-purchase displays – with the online world, and qtags offers a perfect way to do that," says Allison Gower, qtags' president and co-founder. "By bundling a qtag into their existing media properties, they give advertisers a unique way to engage consumers, while making it convenient for consumers to learn more and connect more easily to that advertiser's online information."



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Because qtags can be set up quickly and are cost-effective and flexible – with no time or volume commitments – advertisers can easily test strategies and identify the best ways to engage specific audiences, Gower says.

Recent qtags in action:

- Aspire Digital Networks' client Slang Music Group is using the qtag "nikkil" on all promotional materials for up-and-coming rap artist Nikki Lynette. Consumers who text "nikkil" to 78247 (q-t-a-g-s) receive updated information on her live appearance schedule, music releases and upcoming broadcast events. "We're excited to use qtags for promotion of our network brands, artists, producers and venues via PODcasts and webcasts, as well our Aspire Live network showcases," says Steven C. Philpott, CEO of XtraMedium Communications LLC.
- Arena Media Network is using the qtag "mhr" in Boston and Washington, D.C., sports stadiums for Medical Hair Replacement's The Hair Dude. Consumers who text the qtag receive a reply complete with a promotional discount and a toll-free number to call for more information.
- Charter Digital Media in New York City is using qtags in advertisements for a number of local clients, including The Moinian Group's Atelier Residential Condos. The qtags give promotional information and location information.
- StudioIMC is using qtags text to power the mobility aspect of its proprietary vote, trivia and coupon applications. "qtags text made it fast and easy for us to deploy our applications for clients in digital signage, TV, movies and retail advertising," says James Tunic, StudioIMC.

### **How the qtags service works**

The name qtags is short for quick-tags because qtags are a way to **quickly tag** something you want to remember. Advertisers display qtags' words on any type of campaign along with the qtags shortcode 78247. The ad's viewers or listeners use a mobile phone to text the qtag word to 78247. Qtags sends the texter a one-time message and stores a web-link in the user's own personal inbox, which is accessed at [www.qtags.com](http://www.qtags.com). Advertisers can update the web link and reply text anytime, real-time and have access to reporting showing volumes of texts, click-throughs and links forwarded to friends. Because all Advertisers use the same shortcode, 78247 (qtags on the dial), qtag words can be setup within 24 hours, there are no volume commitments or contracts, and campaigns can be easily modified and updated.

### **About qtags**

qtags are currently being used by some of the world's most well known brands,



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including HP and Rip Curl USA to offer consumers a unique way to control advertising and to gain more information on the companies and advertisements that interest them. 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 will be expanding to other markets soon including the greater Caribbean territories. For more information on how this innovative marketing concept works, visit the company blog at [www.allaboutqtags.typepad.com](http://www.allaboutqtags.typepad.com) or the company site at [www.qtags.com](http://www.qtags.com).

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