



interact

connect

direct

make advertising **Unforgettable**

FOR IMMEDIATE RELEASE

Media Contacts:

Allison Gower, 877-667-2633

agower@qtags.com

John Wagner, 281-565-6045

john@wagnermarketingandpr.com

Hip-Hop's Aspire Digital Network cranks up volume on new 'Street Tags' text service

Street Tags connect Aspire audience with artists, producers and more, while advertisers connect to customers.

Houston (September 28, 2006) – A leader in the promotion and delivery of urban/hip-hop digital music content, Chicago-based XtraMedium is launching a new text service called 'Street Tags' on its Aspire Music Network.

Street Tags text messages are sent out to individuals who want to learn more about and stay-in-touch with artists, producers, and businesses such as theaters, restaurants and other retailers. This innovative mobility marketing approach helps advertisers reach the interactive audience one-on-one with campaigns to promote music, events, movies, services and more.

Street Tags are powered by qtags™, a spam-free text messaging platform used across the U.S. and Canada by major companies for unique, attention-grabbing mobility campaigns. From VIP lists, to breaking news and special offers and discounts, qtags-powered text campaigns are used in limitless ways to connect and engage with an audience one-on-one.

For example, in Chicago, people can text the keyword 'GrindTime' to 78247 (QTAGS) to receive text updates on their mobile phone about local urban and hip-hop artists and performances.

Music artists are using the Street Tags (powered by qtags™) service as a way for fans to get updated information on live appearances, music releases, sponsored giveaways, upcoming broadcast events and private VIP parties.

Featured artists and businesses running Street Tag promotions include:

- ❑ JaqPott: To find out about appearances, text 'JAQPOTT' to 78247 (QTAGS).
- ❑ DJ I.N.C: For information on CD's and more text 'INC' to 78247 (QTAGS).



interact

connect

direct

make advertising **Unforgettable**

- ❑ Chicago's Congo Square Theater Company is using a Street Tag to promote "The African Company Presents Richard the III." Texters can enter for a chance to win free tickets to the show by texting 'CONGO' to 78247 (QTAGS).

"We developed Street Tags as an easy to use, spam-free text program that helps people interact with artists, producers and local businesses in a way that benefits the individual and their communities – both online and offline. And for advertisers, we're helping them build awareness and loyalty in those *communities* by connecting their brands to fresh entertainment content and every individual interacting with those Street Tag-enabled entertainers and businesses," said Steven C. Philpott, CEO, Aspire Digital Network. "This is something that's of value to our advertisers, but also our audience who craves information on people, places and things that bring value to their everyday lifestyles."

About qtags

The qtags™ text-messaging system has been used by some of the world's leading brands, including Scion, Popeyes Chicken & Biscuits, HP, Applebees, FYE and Rip Curl USA. 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 the inbox retrieval site at www.qtags.com or the advertiser's information site at www.qtagsforadvertisers.com

About Xtramedium

XtraMedium works with brands large and small giving them time-to-market advantages in mobile marketing and traditional advertising. XtraMedium services digitally deliver ad content to its own consumer network of digital displays, MegaTouch touch screen games, Rowe/AMI digital jukeboxes, Aspire websites and cell phones as well as affiliate channels. Its Aspire Entertainment Network was developed to promote, showcase and distribute the works (music, movies, and gaming) of independent and major content producers and attract brands to live and online co-branded programs on the XtraMedium network. For more information about XtraMedium Communications, visit the company website www.Xtra-Medium.com and www.YouAspire.com.