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qtags and Charter Digital Media partner on unique program that combines digital signage and text-to-shortcode interactivity.

HOUSTON (May 18, 2006) – qtags and Charter Digital Media announce a new program that enables advertisers to quickly create and implement interactive advertisements in some of New York City's most visible locations.

The Take5 program includes 500 five-second spots a day on digital signage on the Port Authority Screen in Times Square, PATHVision commuter transit screens (NY/NJ), in-store signage and other prime areas. Each advertisement comes complete with an easy-to-remember qtags™ text word that allows consumers to quickly access additional information via the company's text-to-shortcode service.

qtags makes the digital billboard advertisement easier to remember by sending the consumer a brief message to his or her mobile phone that can include phone numbers, web addresses, special offers, store locations, hours of business and more.

"Take5 is perfect for local or regional businesses that want to create standout advertising but who don't have the money for expensive creative or large media buys," says Allison Gower, qtags' president and co-founder. "And qtags helps extend the reach of an advertising campaign by offering a more powerful one-to-one marketing approach via a mass media medium."

For more information on Take5, contact Charter Digital Media at 212-351-3333.

About qtags

qtags help people remember things they like -- either advertising messages or other content they see or hear. When you see a qtag displayed on an advertiser's campaign, text it to 78247, and you'll get information bookmarked two ways: 1) In an immediate reply text, and 2) In a web-link stored in a secure inbox hosted at www.qtags.com. If you don't see a qtag displayed, you can still text what you want to



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remember to 78247, and it'll be stored in your qtags inbox. Precede your typing with the symbol for a period (.) Users stay anonymous and are not charged to use qtags, though standard carrier texting rates do apply.

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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