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FOR IMMEDIATE RELEASE

**qtags offers free advertising service
to non-profits**

HOUSTON (December 27, 2005) – [qtags \(www.qtags.com\)](http://www.qtags.com) today announced that it will provide non-profit organizations with the use of the qtags™ ‘keyword text-to short-code’ advertising service at no charge.

Under this program, all qualified non-profit organizations can register qtags keywords to place on advertising campaigns, including direct mail, print, display, broadcast or digital media.

“Non-profits often struggle trying to maximize limited advertising and marketing budgets,” said Allison Gower, president of qtags. “qtags wants to help these philanthropic groups break through advertising clutter by offering an easy way for their audience to bookmark and remember programs, even when they see messages while on-the-go.”

Already several non-profits are adding qtags keywords to their advertising mix.

Communities in Schools – keyword: helpkids

Communities in Schools Houston (CISH) (www.cishouston.org) is using the keyword ‘helpkids’ on newsletters sent to donors and supporters. “We are implementing qtags because we want to keep the CIS program top-of-mind and easily accessible to our donors,” said Melissa Simon, executive director, CISH. “Since implementing qtags into our marketing efforts, we’ve already seen an increase in interest in these programs. Not only do qtags help us reach out to our audience in a pioneering manner, but they allow people to connect with us and to play an active role in acquiring information about our programs.”

Moody Memorial First United Methodist Church – keyword: dgty

Moody Memorial First United Methodist Church, in Galveston, Texas is using the keyword ‘dgty’ to help publicize a newly launched appreciation website

(www.deargod-thankyou.org). The website invites people to share photos of anything for which they are thankful.

Ernie Mosteller, one of the site's creators says, "Using a text-to service is a perfect way to spread the word among teens, one of our site's biggest target audiences. This elusive group already embraces texting as a way of life, so marketing to them via the qtags service was a no-brainer for us."

qtags will work hand-in-hand with non-profits who are interested in using the qtags keywords service to help them optimize and measure their programs. For more information, please email agower@qtags.com, or call 877-667-2633 and request Sales.

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. Each qtag is assigned a unique web-address and descriptive text reply. Advertisers display qtags on any existing print, online or broadcast campaign. The ad's viewers or listeners use a mobile phone to text the qtag to 78247, a short-code that works with all major United States and Canada carriers. The texter immediately receives the qtags' reply and web link, but does not receive any further communication from the advertiser and does not end up on mailing lists. 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.

About qtags

qtags are currently being used by some of the world's most well known brands, including HP, Rip Curl and Bacardi 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 Australia, Latin America and Europe in early 2006. 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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