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FOR IMMEDIATE RELEASE

qtags Signs Marketing Agreement with Media Conglomerate USFR Media

HOUSTON (Oct. 27, 2005) – [qtags](http://www.qtags.com)[™] (www.qtags.com), a service that makes it easier for consumers to remember advertising, today announced that Houston-based magazine publisher and television broadcaster [USFR Media](http://www.usfrmedia.com) (www.usfrmedia.com) has begun integrating qtags into its advertising services.

USFR's first qtags feature is found in the December issue of *Cowboys and Indians* magazine (www.cowboysandindians.com), which hit the stands October 26th. In this publication, USFR is using a qtag to link readers to a new online advertising directory (www.ciadlist.com). ([Hyperlink](#) to photo). In the coming months, qtags will be featured in USFR's display advertisements to make it easier for readers to learn more about featured products. USFR also plans to use qtags in editorial credits to provide readers a way to learn more about a story.

"We've got a lot of exciting plans for implementing qtags into *Cowboys and Indians*, and into other USFR publications. The ability of qtags to quickly send pertinent information to a mobile phone as well as direct readers to a specific landing spot on the web will be welcomed by both our readers and advertisers," said David Cornell, executive vice president and chief operating officer, USFR Media.

"USFR's readers look to *Cowboys and Indians* as a resource, and featuring qtags will strengthen the publication's ability to deliver additional content and value-add benefits," noted Sarah Darlington, vice president of business development, qtags.

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 USFR


Based in Houston, USFR Media publishes two magazines, Cowboys and Indians, the premier lifestyle magazine for the upscale Western culture, and [Western and English Today](#) the leading trade magazine for the Western industry. USFR also owns the [America One](#) television network, a national broadcast network serving 131 stations across the United States.

About qtags

qtags are currently being used by some of the world's most well known brands, including HP and Rip Curl, 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.

The qtags Call-to-Action for this Cowboys and Indians campaign

Access our Advertiser Information by using your mobile phone!

Text: **cowboy** to: 78247 | 

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