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VIBES MEDIA RECEIVES PATENT FOR INNOVATIVE RADIO PLATFORM

Industry leading company's groundbreaking product delivers fully scalable, measurable interactive mobile campaigns proven to drive listener loyalty and increase revenue

CHICAGO — August 3 , 2009 — Vibes Media, a mobile applications and marketing services provider, announced today that they have received a patent for their award winning radio text messaging platform for interactive mobile campaigns. In the six years since the debut of this proprietary marketing platform, Vibes has delivered over 600 million SMS messages and provided its radio partners with a dynamic means to engage consumers in the personal manner in which they commonly communicate peer to peer (via text), and a powerful new digital asset that has helped them drive incremental revenue.

“Radio’s early adoption of mobile marketing and text messaging is the perfect example of an industry utilizing this new medium to increase consumer interaction and revenue by delivering a higher value to its advertisers,” said Alan Simkowski, Vibes’ VP of Integrated Sales and Marketing and a 21 year veteran of the radio industry. “This patent is an incredible asset that will help protect our partners in the radio industry from companies that offer lesser platforms as something of comparable value.”

The inventive mobile services platform has helped stations boost loyalty with listeners through dynamic engagement. By accessing a password protected web based interface, station personnel of varying technical ability are able to easily create promotions, opt-in alert databases, mobile coupon offers and customized sales solutions for any type of advertiser.

"As Emmis works to build new and innovative methods of customer engagement, Vibes’ radio messaging platform has proven to be a great tool for growing and optimizing our messaging business,” said Paul Brenner, SVP/CTO, Emmis Communications. “We look forward to working with Vibes to take advantage of the mobile medium as it continues to mature.”

Vibes has made significant feature improvements to the platform since its initial debut and it does not plan to stop development any time soon. “Like any patent holder, we’re very serious about our commitment to this tool and the value it brings to our clients,” said Drew Green, Vibes’ SVP of Sales and Marketing. “We are big fans of the radio industry, we’re committed to them and we’re willing to leverage this patent in every way possible in order to ensure their continued success.

Vibes Media, a privately owned company based in Chicago, is a pioneer in the mobile marketing space. Over the past ten years, the company has executed more than 50,000 mobile marketing programs throughout the U.S. and expects strong growth in their business. Vibes is a leading player in the U.S. mobile applications market, an industry expected to reach more than \$19 billion globally by 2012, according to a recent eMarketer forecast.

About Vibes Media

Vibes Media is the North American leader in mobile marketing solutions and services. Since 1998, the company has been helping both marketers and publishers develop, retain and strengthen their relationships with customers through highly relevant, timely and targeted mobile communication programs. Vibes has executed more than fifty-thousand mobile programs in the U.S., delivered hundreds of millions of messages and has the products, service and ideas necessary to drive benefits against the objectives of their clients. For more information, please visit www.vibes.com or call 312.589.6960 to speak with a company representative.

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