



Phizzle Launches PhizzleBiz - Self-Service Mobile Marketing Platform for SMB's to Deliver Innovative Customer Engagement Mobile Campaigns

Leader in Mobile Marketing Solutions Debuts PhizzleBiz to Deliver Two-Way Consumer Interaction via SMS Text, Mobile Coupons and Social Network Integration

San Francisco, CA. – February 15, 2012 -- Phizzle, Inc., a leading technology provider of advanced mobile marketing products and digital advertising solutions, today announced the beta launch of PhizzleBiz, a suite of web-based self-service mobile marketing solutions directed at SMB's searching for an affordable mobile marketing platform. PhizzleBiz assists small businesses to influence buying decisions through the power of two-way interaction with mobile consumers.

The PhizzleBiz mobile platform allows organizations such as schools, retail establishments, non-profits, restaurants and others to easily create, distribute, manage and track SMS text campaigns in real-time to prospective customers. PhizzleBiz enables small and medium-sized businesses to develop and implement mobile campaigns including traditional text messaging, voting, promotions and contesting into their marketing efforts in an easy and affordable way. Subscribers on the PhizzleBiz platform can manage, customize and promote campaigns using text messages, web pages, and social media channels.

The PhizzleBiz platform, developed using the most sought after features from Phizzle's larger mobile platform utilized by Fortune 500 companies and national sports franchises, has been streamlined to meet the marketing and budgetary requirements of SMB's. As small and medium sized businesses expand their reach using digital opportunities, PhizzleBiz offers many of the enterprise-level features found in Phizzle's enterprise mobile platform in an affordable packages featuring simple recurring monthly licensing fees ranging from \$15 to \$125.

PhizzleBiz makes it possible for small and medium-sized businesses to develop and execute professional-level mobile marketing strategies using a simple, step-by-step approach. The platform not only offers mobile educational tools but templates for various business verticals to assist businesses in setting up their own strategy. PhizzleBiz also provides a web based analytical tool to provide owners with key insights into consumer behavior and personal preferences about their customers while focusing on measuring ROI.

“Our PhizzleBiz platform allows SMB’s to include mobile in their overall marketing plan on the same platform used by large brands.” said CEO Ben Davis. “We’ve taken key learnings from our enterprise clients and packaged a solution for small businesses that will help drive more sales and improve social media marketing results. Small & medium-sized businesses are looking for and need new ways to reach customers, generate revenue and implement digital strategies at a relatively low cost. PhizzleBiz is the solution they have been searching for.”

PhizzleBiz makes it easier than ever for marketers and business owners to create, execute and track their mobile and social media marketing efforts. With the rising use of smart phones, new opportunities exist to engage an on-the-go audience, social-networked groups and communities. PhizzleBiz turns contacts into buyers and, even more important, buyers into influential loyal customers.

To start using PhizzleBiz or to find out more about the self-service mobile marketing platform and its solutions, visit www.phizzlebiz.com. Or visit us on Facebook at www.facebook.com/phizzle or @phizzlebiz on Twitter.

About PhizzleBiz

PhizzleBiz, a division of Phizzle, Inc., is a suite of self-service mobile marketing tools designed for small to medium-sized businesses to provide affordable mobile marketing solutions. PhizzleBiz assists SMB’s in influencing buying decisions through the power of two-way interaction and communications with mobile consumers. Enabling businesses to reach potential customers throughout their community, PhizzleBiz provides users full control to engage with audiences of their choice to create mobile experiences that drive engagement, collect data and connect to social networks to increase revenues and brand recognition. The PhizzleBiz platform, developed by parent company, Phizzle for Fortune 500 companies and national sports franchises, has been streamlined to meet the marketing and budgetary requirements of SMB’s. Since 2005, Phizzle has been the premiere mobile marketing and digital media provider of choice for major consumer brands such as Nike, Papa Murphy’s, Westfield, Baskin-Robbins, Quinzo’s, as well as for national sports franchises in the NFL, MLB and NBA. For more information, please visit www.phizzlebiz.com

