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**PHIZZLE'S MOBILE MARKETING SOLUTIONS GAIN MOMENTUM  
TO POWER FAN ENGAGEMENT CAMPAIGNS**

*Real-Time Mobile Interactivity Platform Drives Revenue Growth and  
Customer Wins*

**SAN FRANCISCO, Calif. – March 31, 2010** – Phizzle, the smart platform for mobile marketing solutions, today announced growing momentum for the company's web-based platform designed to enhance fan and audience participation engagement. Having recently powered the mobile campaigns at the 2010 NBA All-Star game in Dallas, Phizzle's Text2Screen and Broadcaster iX™ platforms are designed to reach fans and participants in a broad spectrum of venues with relevant advertising messages in a highly-targeted environment. Several leading professional sports organizations including the Cleveland Cavaliers, San Jose Sharks, Nashville Predators, Philadelphia 76ers, and Oakland Raiders as well as broadcasting industry leaders including Fox Sports and DirecTV Sports Networks have partnered with Phizzle to offer customized mobile marketing solutions.

Phizzle's customers have found that running customized mobile and digital signage promotions featuring downloadable content, contests and mobile text alerts within an in-arena environment significantly drives ticket and partner revenues. For the Cleveland Cavaliers, for whom Phizzle has served as the official mobile provider since 2008, Phizzle's campaign manager and broadcaster iX are projected to account for over \$200,000 in incremental revenues on an annual basis (fiscal ending 6/30/10).

According to Nick Gesacion, Director of New Media for the 76ers, "Mobile marketing initiatives are a priority for the 76ers. We are actively looking for new ways to engage fans and our audience base, both in the arena and outside. Our relationship working with Phizzle has allowed us to broaden our mobile marketing efforts to keep our fans informed about our latest news and special offers and has increased our mobile fan base by 200% in the past 12 months."

Phizzle creates one to one '*real time*' dialog with fans at specific times and places such as events, concerts and during live broadcasts. At the forefront of mobile interactivity, designing integrated programs that harness the excitement of live events and broadcasts, while delivering high consumer response and encouraging brand loyalty, Phizzle's mobile technology platform provides broadcasters, media companies, sports franchises, universities, corporations and publishers the ability to create and distribute content to and from mobile phones in a variety of formats.

Phizzle's record customer acquisition and revenue growth reflects the growing demand by premium brands seeking to generate additional revenue from their fan and partner bases. Phizzle's customer acquisition is attributed to its ability to deliver web-based, easy to use, flexible mobile marketing solutions while simultaneously providing first-rate customer service.

"We are thrilled to be growing and managing innovative mobile marketing programs to meet the demands of today's professional sports and entertainment brands to create an outstanding combination of deep customer loyalty and increased advertising revenue", said Ben Davis, CEO of Phizzle. "The mobile channel is growing faster than any other platform which serves as further evidence that teams, arenas and sponsors must develop a comprehensive mobile strategy to effectively communicate with their fans and consumers." Those that do so will surely reap the associated benefits.

"This is a partnership, not a vendor relationship," added Jeff Ryznar, Director of Strategic Marketing for the Cleveland Cavaliers. "I've been impressed with the time the Phizzle team has taken to customize the mobile marketing programs to fit our needs and deliver real results on behalf of our fans and partners. It has been a great, non-intrusive source of incremental revenue for us."

**About Phizzle:**

Phizzle is the smart platform for mobile marketing solutions. Phizzle's mission is to drive community engagement, participation entertainment and audience education. We do this by providing complete, real-time, turnkey technology solutions to attract, measure and advertise through various media outlets including broadcast television, live events, digital signage and the mobile internet. By delivering and managing innovative mobile marketing programs to meet the demands of today's professional sports and entertainment brands to create an outstanding combination of deep customer loyalty and increase advertising revenue, Phizzle enables premium brands to expand their marketing strategy to include targeted and integrated multichannel mobile campaigns.

Phizzle's premium brand clients include Cleveland Cavaliers, San Jose Sharks, Fox Sports, Comcast-Spectacor, DirecTV Sports Networks, Philadelphia 76ers, Nashville Predators and others. The privately-owned company is headquartered in San Francisco, California. For more information, visit <http://www.phizzle.com> or call 1-877-744-9952.