

ShopAlerts

PLACECAST LAUNCHES SHOPALERTS, A LOCATION-BASED MOBILE MARKETING SERVICE DESIGNED FOR RETAILERS TO DRIVE FOOT TRAFFIC INTO PHYSICAL STORES

Service launches with major retailers including SONIC® Drive-In, American Eagle Outfitters, and REI

San Francisco, CA – February 25, 2010 – Today Placecast introduces ShopAlerts, a new way to bring customers closer to the brands they love. ShopAlerts delivers location-triggered mobile messages when shoppers enter geo-fences that can be created around virtually any area. The service, previously tested in trials, has already demonstrated promising results for retail marketers across the United States.

How ShopAlerts works:

Placecast's ShopAlerts service is a retailer marketing solution. Retailers leverage the technology to create their own version of the service; then consumers choose the brands they love, and may opt-in through many ways - at the store, online, via text-message, mobile website, or social network (like Facebook). Once ShopAlerts is activated, consumers go about their day and the service automatically alerts them when they are near a location that they are interested in or when the brand is offering sales and specials.

Unlike many new mobile advertising innovations available only as applications on smartphones, ShopAlerts works on *any* phone, which is a benefit for retailers who wish to reach the 196 million Americans who do not own smartphones but are interested in such shopping deals.[1]

What is a geo-fence?

ShopAlerts geo-fences are virtual boundaries that can be targeted via location-based marketing. Using geo-fencing, the service enables retailers to talk to their customers when they are near a store, shopping nearby, or doing other things they enjoy. Geo-fences can be created around any location and are set to trigger a personalized marketing message to opted-in consumers entering the defined area on their mobile phones. Customized messages are created and delivered automatically to shoppers creating a trusted, one-to-one communication channel based on place and time. [Click here to watch a video of how it works.](#)

“SMS is already very effective marketing platform and by adding location to the proposition you'll see even greater consumer response,” said Greg Sterling, senior analyst for Opus Research's Internet2Go program.

Since September 2009, the ShopAlerts service has run pilot programs across the U.S. with several major retailers including SONIC® Drive-In, American Eagle Outfitters, and REI. Participants in the programs were surveyed with the following results:

- * 60% of participants found the location-triggered messages to be cool & innovative
- * 79% said it increased their likelihood to visit a store
- * 65% made a purchase as a result of a ShopAlerts message
- * 73% of participants would definitely or probably use the service in the future

ShopAlerts is designed to work easily and efficiently within the existing marketing structure and needs of retailers. The program is seamlessly integrated into retailers' CRM and marketing programs; message content can mirror retailers' existing marketing calendars, current promotions or on-the-fly events opted-in consumers find relevant.

"Geo-fence technology represents the next frontier for digital marketing as consumers expect to connect with brands at the right place and time, all via their mobile device," said Alistair Goodman, CEO for 1020 Placecast.

Starting today, the ShopAlerts service is open to all retailers. To learn more, please visit <http://www.placecast.net/shopalerts.html>.

About 1020 Placecast, Inc.

1020, Inc. is the developer and owner of Placecast, the first location-based platform specifically designed to use digital marketing on mobile to drive consumers into physical environments.

1020's groundbreaking Placecast service recently earned the company the OnMedia Top 100 Award, given to game-changing companies in the marketing, branding, advertising, and PR industries. Current partners include NAVTEQ and Alcatel-Lucent, and marketers include The North Face, FedEx Office, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by ONSET Ventures, Quatrex Capital, and Voyager Capital