



1020 Placecast Wins 2010 National Retail Federation RACie Award in Mobile/Apps Category

1020 Placecast wins in the Mobile/Apps category for ShopAlerts, an innovative location-triggered messaging program that raises brand awareness and drives customers to physical stores

(San Francisco, CA) - March 4, 2010 - 1020 Placecast, the first location-based platform designed to use digital marketing to drive consumers into physical environments, was awarded a 2010 RACie Award in the Mobile/Apps Category. Judged by an industry panel of seasoned professionals, Placecast has been presented with a gold award for their unique opt-in, location-based mobile marketing service, ShopAlerts. RACie Awards honor the very best marketing campaigns in the retail industry and are distributed by the Retail Advertising and Marketing Association (RAMA). RAMA is a division of the National Retail Federation, the world's largest retail trade association.

"Winning a RACie Award is a significant milestone for us, and showcases the value of leveraging location and geo-fencing technologies to build a trusted marketing service" said Alistair Goodman, CEO for 1020 Placecast. "To receive recognition among such reputable companies as Best Buy and AT&T underscores our commitment to expand our partnerships with retailers and deliver relevant and useful marketing messages through mobile."

1020 Placecast's new ShopAlerts mobile service enables customers to opt-in to follow a brand they care about, alerting them to valuable information when they are near a retail location or relevant point of interest for the brand. Using geo-fencing technology, the ShopAlerts program allows retailers to talk to their customers when they are near a restaurant, attending an event or doing the things they enjoy.

How it works:

ShopAlerts dynamically customizes the messages with location-specific content based on place and time, such as specific menu promotions, featured products and broader branding messages. Geo-fences are created around store locations and other relevant points of interest based on campaign objectives, trade areas and timely events; users following the brand, receive messages on their mobile phone when they enter or leave a geo-fenced area.

Click here to watch a video [of](#) how it works.

RACie winners include Best Buy, JC Penney Company, OfficeMax, AT&T and Sears.

“The Racies were designed to showcase and honor the best of the best in retail advertising and marketing, and this year’s winners are a true testament to this award,” said Kelly Gilmore, Senior Vice President, RAMA. “RAMA congratulates 1020 Placecast for their ingenuity, creativity and Racie award.”

The RACie Award is the second award competition 1020 Placecast has won this year. The Company also won The BIG Minute of Innovation, lead by the San Francisco Bay Area Interactive Group (SFBIG), a non-profit professional association dedicated to championing innovation in digital marketing, and sponsored by dmg world media. The BIG Minute of Innovation was SFBIG’s first event in the New Year, where fifteen start-ups were offered 70 seconds to pitch their entrepreneur ideas to a panel of seasoned judges and the SFBIG audience. 1020 Placecast was selected as number one out of the fifteen companies presenting for their location-based mobile marketing service.

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 FedExOffice, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by ONSET Ventures, Quatrex Capital, and Voyager Capital.