

## Placecast's ShopAlerts Picks Up Fifth Award Distinction of the Year: Official Honoree of 2010 Webby Awards

*Placecast's ShopAlerts service chosen by the Academy as Honoree in "Best Use of GPS or Location Technology" category*

(San Francisco, CA) – May 4, 2010 - Placecast, the first location-based platform designed to use digital marketing to drive consumers into physical environments, has been named a Webby Award Official Honoree. The 14th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards are considered the Internet's most respected symbol of success. As an Honoree in the "Best Use of GPS or Location Technology" category, Placecast remains a leader in the field, a company whose work has included creating the concept and phrase "geo-fence marketing."

Webby Award winners are chosen by the [International Academy of Digital Arts & Sciences](#), a global organization whose members include David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Internet inventor Vinton Cerf, Twitter co-founder Biz Stone, Virgin Group Chairman Richard Branson, and R/GA Chairman and CEO Bob Greenberg.

Past Webby Award Winners have included industry leaders such as Amazon.com, eBay, Yahoo!, iTunes, Google, FedEx, BBC News, CNN, MSNBC, The New York Times, NPR, Salon Magazine, Facebook, Meetup, Wikipedia, Flickr, ESPN, Comedy Central, PBS and The Onion News Network.

"Retailers are looking for innovative ways to use emerging forms of technology to drive in-store traffic. Our ShopAlerts service is an excellent example of mobile marketing and advertising driving ROI in an innovative and relevant way for consumers and the brands they love," says Alistair Goodman, CEO of Placecast.

Being named a Webby Award Official Honoree is the fifth award distinction that Placecast has won this year.

The company won The BIG Minute of Innovation, led 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. Placecast was selected as number one out of fifteen companies presenting for their location-based mobile marketing service.

Placecast's ShopAlerts service took home the top prize for innovation given by the National Retail Federation, the 2010 RACie award, as the company showed that consumers and brands like the North Face, Sonic and American Eagle are embracing opt-in location-based mobile marketing.

Additionally, ShopAlerts was selected as a finalist in the 2010 Global Mobile Awards announced at Mobile World Congress in Barcelona, Spain earlier this year. Most recently, Placecast was named a CTIA E-Tech Award finalist in the category of Enterprise & Vertical Market Solution – Mobile Marketing or Advertising.

For more about Placecast's ShopAlerts: <http://ShopAlerts.com>

### **About Placecast**

Placecast is the first location-based platform specifically designed to use digital marketing on mobile to drive consumers into physical environments.

Placecast's ShopAlerts service has transformed the location-based industry, taking home the top prize for innovation given by the National Retail Federation known as the 2010 RACie award, and demonstrating that mainstream brands like the North Face, Sonic and American Eagle are embracing location-based mobile marketing. Placecast recently launched Match API, a tool that enables providers and developers to refer to a location in any number of ways, and validate that those references resolve to one true location on the planet. The company recently raised \$8 million in Series B funding from Quatrex Capital and existing investors ONSET Ventures, and Voyager Capital.

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