



BuzzPromoter
Robert Bacon
bbacon@uaspartners.com
(512) 784-0673

FOR IMMEDIATE RELEASE

**MOBILE MARKETING COMPANY TAPS INTO BAR AND NIGHTCLUB
INDUSTRY
GET INTO YOUR CUSTOMERS' POCKETS AND MINDS WITH TEXT MESSAGE
ADVERTISING**

AUSTIN, TX, August 15, 2007 – BuzzPromoter is pleased to announce the first fully supported text message marketing tool with software specifically designed for the nightlife industry. Text message marketing is a simple, permission based service that allows clients to manage their own marketing campaigns and send announcements to all database members in seconds. For example, Vicci Nightclub in Austin, TX sends nightly drink specials, cover charges, and dress codes (lake wear vs. club attire) to its 765 members. Buzzpromoter.com is now the ultimate solution for bar and nightclub owners to increase traffic, loyalty, and revenue through the fastest growing marketing strategy around. In 2008, a projected \$341.4 million will be spent on mobile marketing campaigns, a 26% increase from 2007. Mobile marketing allows owners to text message events, promotions, and news to their patrons at anytime, thereby creating a one-on-one relationship that will form a lasting customer bond.

The inspiration for the company was the realization by the founders that there is a growth opportunity in SMS technology to provide marketing through mobile phones.

“Mobile advertising is experiencing rapid growth, and the ability to have the one-on-one

relationship that it provides will cause the 'have-nots' to lose business to the 'haves,'" said Robert Bacon, CEO and co-founder of BuzzPromoter. BuzzPromoter was designed to represent the culmination of bar owner needs when utilizing mobile advertising.

BuzzPromoter Features Include:

- Free and uniquely designed marketing materials to promote service
- Customer Rewards Programs to build and sustain service databases
- Dedicated account reps to ensure client understanding of system, process, etc
- Monthly newsletters with tips and information about the most effective and efficient use of mobile marketing
- Contracts not required for clients
- Web-based software at no additional cost to client
- A nationwide service with ALL major cell phone carriers

Current customers say this about BuzzPromoter's ultimate solution:

Tre Dotson, Promotion Director:

"I was skeptical at first, not knowing if this type of advertising would work. But after 4 months my customers love it and I am able to communicate events instantly to them. The BuzzPromoter support is phenomenal and my Return on Investment is a no-brainer."

Karim Said, General Manager of Spill:

"We are seeing a great return on Buzz Promoter. You will never again see me spend money on print advertisements. This is how you increase traffic in 2007!"

To reach BuzzPromoter, please call 1-877-522-5886 or email info@buzzpromoter.com

To learn more, please visit www.buzzpromoter.com.