



SPOTLIGHTING*

SPRING HAS SPRUNG

The GoMobile Advertising Monthly Update | May 2007

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Tuxes and Tails: GoMobile Advertising is Title Sponsor for Humane Society

Ryan Moss | GoMobile Advertising | 5/07

GoMobile Advertising has always been the "Cat's Meow," but now it's official. Through a large grant recently provided to the non-profit, the Humane Society of Seattle/King County now has more funding to provide the large variety of programs and services specifically crafted to support pets through their relationship with people.

As one of two title sponsors for the 2007 calendar year, GoMobile Advertising was recently asked to attend the 18th Annual Tuxes and Tails fund-raising benefit. The exciting event was a combined celebrity and pet fashion show, accompanied by a gourmet dinner and over 500 silent auction items. This year's event brought in over \$270,000 dollars.

Mike Seifert, VP of Sales for GoMobile Advertising was asked to speak at the event. "The Seifert family cat Figero came from a Humane Society shelter and we were proud to support.," said Seifert. "At GoMobile we support our passion and the Tux and Tails event was a perfect compliment to our community mission for 2007!" Details of the event can be viewed at <http://www.seattlehumane.org/tuxes2007/>.

Recent Events / Current Promotions



Eric Powers and Dirty Harry of KUBE 93 hosted a text to win contest with the local CW Network. Participants could text "famous" to their phones or go online to be automatically entered to win a VIP ride in the back of our DR Horton Vehicle (Appropriately titled the "Free to be Famous Truck") to a Mariners game and have their faces on the video screens at Safeco Field. To view the television spot go to www.gomobileadvertising.com.

Recent Events / Current Promotions (cont.)



Univision Enters Seattle Market

GoMobile Latino, GMA's Latino Advertising Division recently partnered with the new Univision Seattle affiliate, KUNS-TV. Rudy Garza, the Sales and Marketing Manager for GoMobile Latino recently attended their opening event with the GoMobile team.

Randa Minkarah, who serves as General Sales Manager of KUNS-TV 51 and KOMO TV 4, sees the partnership as an added value to its clients. "We can enhance our advertising message delivery with GoMobile Latino's ability to target audiences where they live, work and play. It is a partnership that greatly increases the value of advertising to the Latino market for our clients," says Minkarah.

GoMobile is a Finalist at OAAA's OBIE Awards

GoMobile Advertising, after only a year and a half in business, was honored this week amidst advertising giants at the 2007 OBIE awards sponsored by the Outdoor Advertising Association of America (www.oaaa.org). GoMobile was one of six finalists selected in the Special F/X category out of 1200 nominations. Kent-based GoMobile was nominated for their campaign with IKEA in 2006.

GoMobile, the David in a land of Goliaths, was competing with global agencies BBDO New York, Leo Burnett USA and three-time agency of the year award winner TBWA/Chiat/Day. A finalist at the 2007 OBIE's, GoMobile President Chris Schuler was thrilled to be a finalist for one of the advertising industry's oldest and most prestigious awards. "It was an honor and a victory for us as a company and the mobile advertising industry," Said Schuler. "We were the only mobile outdoor advertising company nominated."

Takin' It To The Streets Conference a Success

The 1st Annual GoMobile Affiliate Conference, "Taking it to the Streets 2007," was a huge success. On the weekend of April 13, the GMA network affiliates flocked into GoMobile's corporate headquarters for an action-packed two-day event. Those who attended eagerly listened to the various marketing trainers, community partners and media representatives. They shared ideas, developed relationships, and strengthened the ever-growing GoMobile Advertising Network, empowered to be a part of the mobile advertising revolution.



It has been an encouraging month since the conference ended. I have heard from so many that there is a renewed enthusiasm for what we are trying to accomplish in our industry and in the GoMobile Advertising Network. The passion and commitment that I am seeing from everyone has been such a motivation and encouragement to me. I am confident that the right people are in the right place at the right time!

Recently I sent you an article validating the growth of this advertising medium. "Alternative out-of-home media is one of the fastest-growing media segments, expanding at double-digit rates every year from 2001 to 2006, with a compound annual growth rate of 22.6% for the period." This growth surge has been unheard of since the early days of advertising.

1.1: Alternative Out-of-Home Media Spending

Year	2001	2002	2003	2004	2005	2006	CAGR
Alternative Out-of-Home Media							
Spending (\$M)	\$608	\$720	\$874	\$1,057	\$1,328	\$1,686	
Growth		18.4%	21.4%	20.9%	25.6%	27.0%	22.6%
Share of Overall	12.8%	14.8%	16.7%	18.7%	21.1%	23.9%	
Overall Out-of-Home Media							
Spending (\$M)	\$4,734	\$4,850	\$5,242	\$5,654	\$6,306	\$7,061	
Growth		2.5%	8.1%	7.9%	11.5%	12.0%	8.3%

Source: PQ Media

As always remember the basics; branding, promotion and community. Start planting the seeds now, for third and fourth quarter opportunities. Utilize the tools that you have been equipped with. We have posted all of the slides from the conference to box.net to be a reference and a reminder of what we learned at the conference.

Each of us has the necessary items for success. The right people, the right tools and double digit increase in our industry. Take advantage of the drive that you have and make it happen in your market. It's go time!

Best,



Chris Schuler
President, GoMobile Advertising

Looking Ahead:

We've got some amazing promotions on the docket for this summer. Look for promotions with some of these upcoming clients in the next newsletter!



Rolling Through America: Affiliate Photo Gallery



Affiliates of the month: **Above:** Mike Smith and Traci Tartaglio of Media In Motion launch another campaign with their local NBC affiliate. Good work guys! **Below:** We loved the creative for the Happy Anniversary billboards produced by Jeff Rasmussen and Tony D'Agostino of In Motion for their local NPR News station.



About GoMobile Advertising

GoMobile Advertising offers several unique alternatives to traditional print, radio, television and outdoor advertising to deliver results on air, online and on premise. With a mission to break through clutter while focusing on branding, promotions and community, GoMobile is shaking up the advertising world through its leadership in non-traditional media. For a sales kit or more information about GoMobile Advertising, please contact Mike Seifert at mseifert@gomobileadvertising.com or call 253-266-2164.

www.gomobileadvertising.com