



The Mobile Shopper Program: Let Your Fingers Do The Shopping

An innovative and exciting marketing solution for department stores and retail shops, Mobile Shopper is an affordable tool to connect consumers to latest fashion trends through mobile. Shoppers will be able to stay connected to current crazes with picture downloads, receive mobile alerts on store sales and events, and be rewarded with specialty mobile coupons for discounts at their favorite places to update their style. When using mobile, the marketing channel becomes a personal and customized way of delivering fashion, with Waterfall Mobile's Mobile Shopper being the link to perfect the shopping experience.

Mobile Programs Include ...

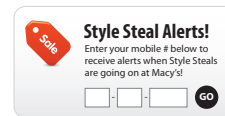
- ✓ **Mobile hEARRINGS** - Stay up-to-date on store events and promotions! Customers can opt-in to receive mobile alerts on the go of the latest happenings that occur in store.
- ✓ **Red Hot Item** - Customers can text in to get picture downloads of the "it" item of the moment. Stores can showcase certain designers or looks to generate incentive around brands!
- ✓ **Style Steals** - Mobile alerts are used to send shoppers a heads-up when store sales happen. Customize this tool by allowing shoppers to select the brands they want in specifically to get the heads up on lower prices!
- ✓ **Mobile Coupons** - Through various promotions, stores can blast mobile coupons to customers for in-store discount using unique codes sent via text.
- ✓ **Store Locator** - Allow shoppers to text in to a store's keyword to get the address of the closest store by city or area code.
- ✓ **Sherlock** - Check inventory of your favorite items at department stores to assure your purchase before you shop! Sherlock allows shoppers to check prices, availability and quantity of the season's must-haves!
- ✓ **Customized Web Widgets** - Branded widgets for online marketing materials (web, email, Myspace) to help build your mobile audience/subscribers.
- ✓ **Msgme Support** - A dedicated Account Manager to help you with the planning, implementation, and management of your mobile campaign.
- ✓ **Online Reporting & Analytics** - Review your mobile campaign's performance at any time with real-time reporting via your Msgme account.



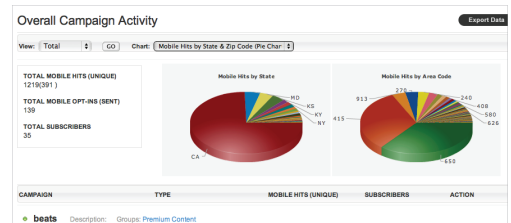
Mobile hEARRINGS



Red Hot Item



Web widgets can be placed on web properties to build mobile subscriber lists.



Real-time reporting of subscribers and campaigns on Msgme.com.

STATS on Mobile Shopping

- Today already 9 million U.S. mobile subscribers claimed to have used the mobile web to pay for goods and services.
- Lightspeed Research has found just under one fifth (17%) would be willing to buy products and services through their phone, with men more in favour of the idea.
- 36.6 million Americans participate in mobile marketing campaigns monthly.

Msgme Empowers Marketers

Msgme is designed to remove the complexity out of mobile marketing and content sales. Msgme empowers marketers in media, entertainment, marketing, advertising and publishing agencies to create interactive mobile marketing campaigns and distribute multimedia content.

Brands and agencies that have launched mobile campaigns with Msgme include:



For more information on how Msgme can help take your mobile campaigns further, contact sales@msgme.com or call (415) 487-1200.

