

Press Release. Melbourne, 11 May 2009

## **VAFA kicks a goal with 500,000 SMS deal using new RedTxt mobile advertising channel**

Australia's leading mobile advertising platform provider RedTxt announces that the Victorian Amateur Football Association (VAFA) has entered a long term partnership to deliver RedTxt's unique free SMS messages to all of VAFA's registered players and officials for the 2009 season.

Under the agreement, RedTxt will transmit weekly SMS messages to 8,000 players and officials for the footy season totaling over 500,000 SMS messages using RedTxt's unique advertising solution.

The RedTxt solution provides free SMS messages for the VAFA. The recipients will receive 100 character messages from VAFA together with a 60 character targeted ad which funds the message from advertisers wanting to reach the VAFA members.

The RedTxt approach combines a non-commercial message from VAFA, for example a sports result, with an advertiser's message. This combination means the SMS is highly anticipated by the recipient with maximum engagement for the advertiser.

Michael Sholly, the CEO of VAFA, believes the agreement with RedTxt has created new opportunities for the financial supporters of grass roots football in Victoria.

"We're very excited about the program and believe it will provide new channels for advertisers to connect with our highly sought after audience of 18-35 year old males playing amateur Aussie rules," said Mr Sholly.

"RedTxt is not only a new communications system, it also contributes revenues back into the sport that uses it," added Mr Sholly.

Sydney Low, RedTxt's Founder, said the agreement with VAFA is the first of many such sponsorship partnerships with grass roots sporting organisations, using the company's unique mobile targeted advertising platform.

"This agreement opens up a whole new advertising channel for brands that want to effectively connect to their target audience," said Low.

"This unique form of advertising has been developed by Australian company RedTxt and brings to the mobile advertising environment what Google Adwords brought to the world-wide-web. It complies with all Australian spam-laws as all recipients are part of a community that has agreed to receive SMS as part of their membership of the community.

"Within 12 months, RedTxt intends to have more than 1 million mobiles in a variety of sectors receiving 50 million targeted SMS messages by 2010," Low added.

## About RedTxt

RedTxt is a privately held Australian company that has developed a proprietary mobile advertising platform that allows communities to send SMS messages funded by advertisers. The SponsorTxt service is a patented system that is spam-law compliant and combines a publisher and an advertiser's message automatically creating a new mobile advertising channel.

## About the Victorian Amateur Football Association

The VAFA began in 1892, four years before the AFL. It has grown to be the largest and most respected community sporting association in Australia. Today, the VAFA organises a winter football competition for 11,500 footballers in 242 teams representing 72 clubs. Administering these 121 weekly matches requires seven full-time staff, 350 umpires and thousands of volunteers.

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