

Press Release. Melbourne, 21 May 2009

RedTxt and Lion Nathan seal 350,000 SMS advertising deal

RedTxt is proud to announce that leading Australasian beer and wines provider Lion Nathan has purchased the alcoholic beverages advertising rights for the Victorian Amateur Football Association (VAFA) using the RedTxt mobile phone SMS delivery platform.

Under the agreement with RedTxt and VAFA, Lion Nathan will sponsor 350,000 free SMS messages sent by VAFA to its 8,000 players and officials twice a week for the duration of the winter Australian rules football season.

Lion Nathan has bought sponsorship rights for the Saturday SMS results and a Thursday information SMS that can be sent to players and officials by either VAFA or individual clubs.

The players and officials automatically receive the SMS as part of the VAFA communication program.

Each SMS message will contain a 100 character message from VAFA or a club plus a 60 character text advertisement from Lion Nathan.

The VAFA RedTxt SMS campaign will revolve around the Boag's brand portfolio, including Boag's Draft, Boag's Classic Blonde and Boag's Premium.

According to Greg Madigan, Victorian State Manager for Lion Nathan, the RedTxt SMS advertising channel enables the beverage company to target its desired audience of 18-35 year old males with pinpoint accuracy.

Mr Madigan says the "prime time" of post match celebrations is seen as a key opportunity to get Lion Nathan's Boags message across to its audience.

"The target audience for the text messages are those involved in grass roots football and this is a prime opportunity to connect with those people in another way which involves some meaningful communications," said Mr Madigan.

"It's not just bombardment of our message. It really is information that they're keen to receive.

"I think that the technology that RedTxt has from our point of view is really different. We haven't seen it before and it's an exciting part for us that the information that people are getting such as the footy scores is highly anticipated information.

"This is just the beginning for us and the opportunities down the track to grow our brands through the RedTxt channel are endless."

RedTxt founder and CEO Sydney Low says that the Lion Nathan and VFA agreement is the first of many that will be announced in coming weeks. Low says the first major deal for RedTxt has set a high benchmark for the coming announcements.

"RedTxt has developed a new media channel of SMS message inventory that is similar to traditional media like TV and radio. This makes it easy for advertisers and media agencies to plan for and purchase," says Low.

"We are delighted that major brands are trialing the effectiveness of this revolutionary advertising channel. Redtxt is in the process of building a 1 million handset audience receiving 50 million SMS messages on an annual basis 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.

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