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## **Blue Frog Media Partners with SinglePoint to Execute Large-Scale Text Messaging Campaigns for iTV Initiatives**

**SinglePoint Chosen as Preferred Connectivity Partner for Premium Mobile Messaging Campaigns as Blue Frog Expands its presence In Promotionally Driven Interactive Television and Broadcast Overlay Services**

BELLEVUE, Wash.--(BUSINESS WIRE)--

SinglePoint, the leading mobile messaging connectivity supplier, has been chosen by Blue Frog Media as the company's wireless connectivity provider for its TXTV channels NOYZ(TM) & Bulla(TM) TV, and television overlay service, Impulse(TM). Through this new partnership, Blue Frog will take advantage of the unique scalability of SinglePoint's high-capacity messaging systems, which ensure the greatest possible success rate for television based text message campaigns, as Blue Frog continues its aggressive foray into the burgeoning marketplace for interactive television and specifically, promotionally driven TXTV channels and broadcast overlay services.

In August of 2006, BFM launched their first TXTV channel, NOYZ(TM). A year later, BFM launched its second TXTV channel, Bulla(TM) TV, the first fully interactive Latino music television program to feature music videos from Spanish and English speaking Top 40 Billboard artists. BFM has also recently launched Impulse, its cutting edge overlay service, on LATV Network's 14 stations across the U.S. Both TXTV and Impulse highlight the power of mobile enabled interactive television, combining sponsored promotions and prize giveaways targeted toward the highly desirable 13-30 demographic.

Further, in partnership with SinglePoint, BFM has become one of the first providers of promotional digital content to have short code briefs approved across all Tier 1 Wireless Providers. BFM's innovative technology gives advertisers and brands the means to create new and exciting promotions built around mobile content that can be targeted toward demographics resistant to traditional advertising.

"As BFM continues to aggressively expand the distribution of our TXTV channels and overlay services, we needed a partner that had the experience, built-in systems and proven track record to facilitate multiple types of campaigns for us. SinglePoint is, without a doubt, that preferred partner," said Blue Frog Media CEO Victor Siegel.

Under the agreement, SinglePoint will serve as BFM's trusted representative to the Tier 1 wireless carriers and provide the message aggregation services required for the high-

volume nature of BFM's iTV and promotional campaigns.

"SinglePoint is extremely pleased to be partnering with Blue Frog, one of the top creators of promotionally driven TXTV channels and overlay services," said Rich Begert, President and CEO of SinglePoint. "We expect Blue Frog's innovative iTV experiences will see tremendous success. SinglePoint's platforms, leveraging a decade of mobile messaging experience, are tuned to scale to the unique needs of spikey iTV messaging traffic. Combined with our industry-leading connectivity, the SinglePoint iTV solution will ensure participants of Blue Frog's iTV portfolio an unparalleled experience."

#### About SinglePoint(TM)

SinglePoint is a simple, powerful way for content owners to create, connect and confirm the delivery of wireless messages to mobile consumers. It combines a proven reliable message delivery service with the leading producer and distributor of branded, made-for-mobile entertainment, interactive TV formats and mobile marketing concepts. Today, SinglePoint is engaged with an audience of more than 230 million mobile users throughout North America working in partnership with mobile network and portal operators, media companies, brand managers and agencies. For more information, please visit [singlepoint.com](http://singlepoint.com).

#### About Blue Frog Media

Founded in 2004, Blue Frog Media (BFM) is the leading creator and distributor of promotionally driven TXTV channels and overlay services. BFM boasts an exciting portfolio of niche oriented TXTV channels, including, NOYZ(TM), Bulla(TM), NOYZ Country(TM) and UR NOYZ(TM); as well as Impulse, BFM's recently introduced overlay service. All BFM channels and overlay services are distributed via cable and satellite, and are available in a wide variety of flexible formats (overnight replacements, branded blocks and 24/7 channels, fully turnkey local and national overlay programs). BFM integrates music centric programming with prize and highly innovative text-to-screen promotions, all delivered through the more than 200 million text enabled handsets in the U.S. Blue Frog Media is a private venture backed company headquartered in Seattle, Washington with offices in Manila, Philippines and Tijuana, Mexico. ([www.bluefrogmedia.com](http://www.bluefrogmedia.com))

Source: SinglePoint