

SUMOTEXT Corporation Acquires g8wave Mobile

Little Rock, AR -- (Marketwire - April 13, 2011) - SUMOTEXT Corporation announces it has acquired g8wave Mobile, the mobile marketing division of [The Phoenix Media/Communications Group](#), the owner and operator of multiple publishing, broadcasting, and digital properties with headquarters in Boston, Massachusetts.

In addition to its weekly newspapers which include the Boston Phoenix, the Providence Phoenix, the Portland Phoenix and El Planeta, the 46 year old media company operates radio station WFNX Boston, Stuff Magazine, Mass Web Printing, and publishes the official yearbooks for the Boston Celtics and the Boston Marathon.

Phoenix Media's g8wave division developed and operated its own mobile marketing and mobile giving platform in both the United States and the United Kingdom for over a decade. While the company will continue to provide digital marketing services, this move will allow its blue chip roster of agency partners and advertisers to develop, execute, and measure their mobile marketing and giving campaigns on the SUMOTEXT platform, which was recently ranked #1 for the second consecutive year by TopTenReviews.com in their [Text Message Marketing Review 2012](#).

"SUMOTEXT has a long list of features that we wanted to share with our properties and clients", said Mike Fuller, Chief Operating Officer of Phoenix Media. "This agreement allows us to focus on our core media business while ensuring our mobile offerings include the latest advances in technology. The SUMOTEXT geo fence builder, location-aware messaging, and MMS builder are just recent examples of their continued commitment to innovate around SMS and MMS."

SUMOTEXT was founded in 2007 in Little Rock, Arkansas. Their [mobile marketing](#) platform supports over 300 marketers, agencies, publishers, and broadcasters on over 40 dedicated [short codes](#) representing over 5,000 active keywords and locations. SUMOTEXT is also 1 of 5 companies certified by the [Mobile Giving Foundation](#) and the new [BBB Wise Giving Alliance](#) to provide mobile donations to 501(c)(3) organizations.

"We try to differentiate ourselves by taking more of a product approach to mobile marketing and mobile giving", said Timothy Miller, President of SUMOTEXT Corporation. "While we are happy to provide complete or hybrid managed services, we are best known for our ready-to-go, self-service campaign management tools that allow our clients use to fully control even the most advanced mobile marketing campaigns and message flows while leveraging advanced data collection, personalization, segmentation, and targeting."

One of the more exciting features for national charities with local chapters and multi-unit retail and restaurant brands is location-aware messaging. Using the SUMOTEXT geo fence builder, clients are able to draw shapes on a map that designate areas and regions. This allows clients to publish a single call to action across the entire brand and still associate subscribers or donations with specific stores or chapters while delivering custom, location-specific message flows.

SUMOTEXT is also known for its drag and drop interface for building multimedia messages, also known as MMS. MMS allows clients to send and receive pictures, audio, and video files inside a text message. Recent case studies have shown that the enhanced engagement provided by MMS messages can significantly increase response rates in B2B and B2C campaigns.

About SUMOTEXT

SUMOTEXT Corporation is a [short code application provider](#) and one stop shop for brands, agencies, and companies wanting to kick-start and sustain relationships with mobile audiences via SMS and MMS. Our diverse roster of over 300 marketers, brands, agencies, and non-profits leverage our [SMS gateway](#) and campaign management tools to activate their offline media, spark mobile conversations, and collect data by engaging their most valued customers and constituents on their mobile device via text messaging. Beyond [SMS marketing](#), our powerful keyword and group management controls streamline corporate and enterprise communications to increase attendance and participation while keeping dispersed groups of employees, stakeholders, donors, and volunteers organized, informed, and motivated.

For more information, visit: <http://www.sumotext.com>

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