

Barcodes on Your Phone: MyThum Interactive Takes Mobile Marketing to the Next Level

Technology enables marketers and retailers to issue tickets and coupons to the mobile phone that can be scanned at the point of sale or admission gate.

TORONTO – September 11, 2006 – MyThum Interactive, Canada’s leading mobile media company, is pleased to announce that it has signed a reseller agreement with Mobiqa, the world leaders in mobile ticketing and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones.

The solution will enable MyThum customers, including many of Canada’s leading media and consumer brands, to distribute fully redeemable mobile coupons and tickets directly to the phone. In addition to generating and delivering the barcode, the end-to-end solution also facilitates easy redemption via an integrated handheld scanner at the point of sale or admission gate.

“The delivery of a scannable mobile barcode solution opens virtually limitless possibilities for our customers” said Michael Carter, President of MyThum. “This will dramatically accelerate the development of the mobile phone as a media and marketing channel”.

Consumers can request mobile tickets or coupons directly from their phone by sending a text message to a short code number, or opt in to receive ongoing offers from a brand as part of its mobile relationship marketing program. Once the coupon or ticket is on the consumer’s phone, it is with them wherever they go.

“Mobiqa sees Canada as a very exciting market both for mobile ticketing and mobile couponing” said Iain McCready, CEO of Mobiqa. “The combination of Mobiqa’s world leading technology and MyThum’s market leadership in Canada will ensure the successful implementation of these powerful new tools.”

Mobiqa’s award-winning solutions have been deployed for large-scale events and campaigns worldwide. In June, Mobiqa set a world record for mobile ticketing by issuing over 20,000 mobile tickets for the 02 Wireless Music Festivals in London.

About MyThum Interactive Inc.

MyThum Interactive is Canada’s leading mobile media company, helping brands and broadcasters to build a direct relationship with consumers through their mobile phone. MyThum powers mobile strategies using a comprehensive toolkit that includes text messaging, interactive television, rich content, interactive voice response and promotion through out-of-home digital media. MyThum is a privately held company based in Toronto. Learn more at www.mythum.com.

About Mobiqa

Mobiqa is the world leader in mobile phone ticketing and mobile phone couponing. Mobiqa’s services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of ‘world firsts’ in concert and event ticketing as well as multimedia coupon promotions. Mobiqa’s patented barcode technology is available on six continents and in 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

Deleted: Our patented technology ensures that the barcoded tickets/coupons hit all standard handsets on the market.

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