



mobile barcode solutions

PRESS RELEASE:

16 November 2006

**FOR IMMEDIATE RELEASE**

## **BARCODES AND FOLDOVERS FOR A MCDONALD'S™ CASH PRIZE**

This month Mobiqa, the world leaders in mobile ticket and mobile coupon solutions and their partner idotyou Mobile, Malaysia's leading mobile marketing agency, will deliver McDonalds™ Malaysia's first ever mobi-coupon™ campaign where customers have a chance of winning a cash prize and McDonald's products instantly.

McDonald's™ customers will receive a contestant card with every purchase of a McDonald's™ Foldover™. The contestant simply texts in the 7-digit code printed on the card to play a puzzle and the participant with the fastest correct answer wins the cash prize!

An exciting addition to this campaign is that every 20<sup>th</sup> person to enter the competition will receive a mobi-coupon which is sent direct to their mobile phone. A mobi-coupon is a text message containing a unique barcode which is presented to McDonald's™ staff along with the winning contest card. Upon verification, the customer can enjoy a free Apple Pie or Corn Cup.

Mobiqa, the Edinburgh-based company who produce this innovative barcode technology, work in conjunction with some of the world's ticketing and retail giants to provide industry-leading mobile barcode solution applications. Their technology has seen phenomenal growth and uptake as retailers and businesses

recognise the use of mobile media as an effective form of rewarding their customers.

Iain McCready, CEO of Mobiqa comments, "It is fantastic to work with our partner, idotyou Mobile, to deliver this mobi-coupon campaign to McDonald's™ customers. The instantaneous rewards and intuitive use of mobi-coupons gives this promotional campaign an exciting edge over the more conventional contests offered by other retailers."

Dorothy Fong, CEO of idotyou Mobile said, "It is encouraging to see brand owners in Malaysia using mobile marketing to interact and build a direct, intimate relationship with their targeted customers. Mobile barcode solution like Mobiqa's mobi-coupon has blended well with the entire campaign requirements. We look forward too for more successful implementations with Mobiqa's software in the coming months."

ENDS

**Note to Editors:**

**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](http://www.mobiqa.com)

**About idotyou Mobile**

idotyou Mobile Sdn Bhd is a leading mobile marketing services company in Malaysia. Started business in November 2002, idotyou's primary focus has been to provide mobile marketing campaigns services to brands and businesses, as well as providing high quality revenue generating mobile content and services to mobile operators and independent service providers in the region. Idotyou Mobile is the distributor of Mobiqa's software in Malaysia. Learn more at [www.idotyou.com](http://www.idotyou.com)

