

Eric Morgenson
ListeNation Corp.
702-357-8663

FOR IMMEDIATE RELEASE

ListeNation Announces "SMS/MMS TEXT MESSAGING SERVICE"

Las Vegas, August 2009 - In its continuing effort to provide the tradeshow industry with cost-effective, "green" technological enhancements to traditional marketing, ListeNation is proud to debut its new SMS/MMS Text Messaging Service. Available now, ListeNation customers can now engage and interact with their audience via the recipient's cell phone or PDA. Just as the voicemail marketing message established itself, the SMS message is now a common marketing tool in today's business market place.

"Over the past few years, our clients have asked if our voicemail system can handle text messaging", says Ray Baum, ListeNation's Director of Client Relations & Operations. Baum continues, "The requests came in so frequently, we had to research the technology and how to incorporate it into our services. After an exhaustive search, we finally found a solution that would allow us to provide a cost effective service to our clients. Text messaging will also allow us to work more in-depth with our business partners who work with exhibitors by helping them drive traffic directly to their booth while on the show floor."

As a 'strategic alliance' partner, Charles Allen, CEO of The C.W. Allen Group, LLC said, "We applaud ListeNation for their forward-thinking insight in making this 'ahead of the curve' transition. The fact of the matter is that people are increasingly *living* off of their cell phones and mobile devices. Speed of communication is *everything* in the current business culture. With everything going 'mobile', ListeNation has capitalized upon taking the lead in delivering relevant and fast information to today's prospective attendees. We at CWAG look forward to supporting ListeNation in bringing this innovative solution to the exhibition marketplace."

Shauna Peters, NTP Marketing Manager for the TS² Show also commented, "By providing text messaging services for exhibitions and events, ListeNation is filling a growing need--more and more people rely on texts as a daily form of communication and information-gathering. Mobile communication truly is the future of attendee engagement."

Ranging from customer contact, direct marketing, opinion polls, text to win/subscribe; "texting" can also be utilized for instant information updates, surveys and database building. The pricing structure is tiered to accommodate large campaigns while at the same time keeping it attractive and affordable for smaller events as well, much like ListeNation's voicemail pricing.

Javier Stewart, President and CTO states, "I see huge upside to this new technology; it allows us to reach markets that our voice technology simply did not. We recently used our technology to run a text-to-win campaign at TS² that resulted in a response rate of 5% of the total people walking the show floor with less then \$500 in expense! We were floored with the success, and can't wait to have our clients experience it for themselves. We're hoping to equal or surpass our voicemail marketing success within the events industry with this new text messaging service."

For more information on ListeNation or the SMS/MMS Text Messaging system, please contact Ray Baum at RBaum@ListeNation.com or 949-933-8921.

About ListeNation

Established in 1998, ListeNation pioneered Digital Voicemail Broadcasting for the trade show and event industries. ListeNation is the preferred vendor for IAEE, TSEA, CAEM and HSMIAI. The ListeNation Call has become "standard practice" for a majority of flagship shows within the U.S. and Canada and abroad. ListeNation has won several industry awards including IAEM's Rookie of the Year – Supplier 2004, IAEE's Supplier of the year 2007, and was one of Trade Show Executive's Technology Innovation Award Winners in 2004 & 2008.

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