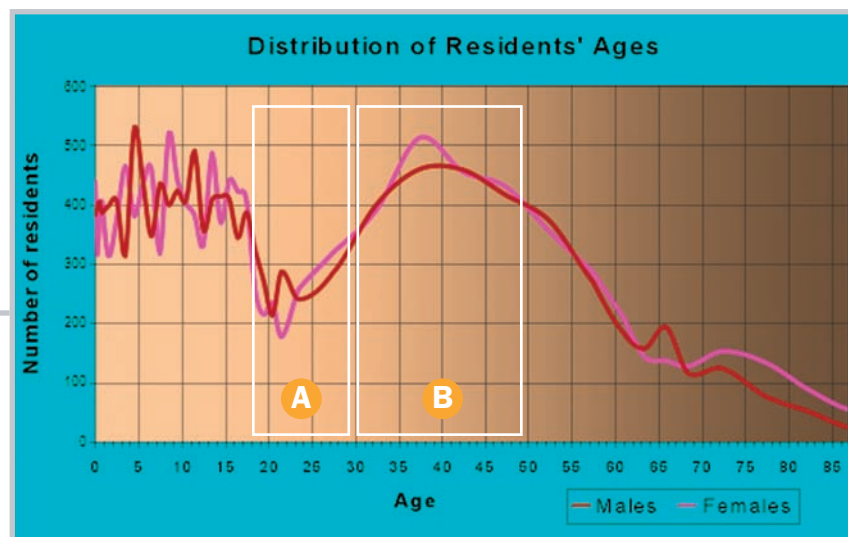


# THE MOBILE MARKETPLACE in MEDINA



**A** 85% of 18-29 year old adults have texted at one time or another. 60% of them text on a typical day.

**B** 65% of 30-49 year old adults have texted at one time or another. 32% of them text on a typical day.

## EXPLOSION OF MOBILE DATA

- Americans send over 60 Billion text messages per year.
- The cell phone beat out the television, internet and email as the "hardest to give up" for all Americans
- In a Rutgers University study, 88% of grad students could not give up their cell phone for 48 hours.
- Growing trend for Americans to give up land lines. AT&T lost 468,000 residential land lines from July - September of 2007

## GENERATION Y

- Have spending power at a younger age
- Highly influence family purchases
- Are more loyal to brands that cater to them
- Have a strong need for instant gratification
- As a group, are larger than Baby Boomers



## ADVERTISING PRICING

<b>MobileButter ADVERTISING</b> .....	<b>\$124.95/mo.</b>
<ul style="list-style-type: none"> <li>• 2 Month Minimum to start</li> <li>• 500 In-Store copies (additional @ 5¢ each)</li> <li>• 70,000 Total Distribution</li> </ul>	
<b>UNIQUE KEYWORD</b> .....	<b>Included</b>
<b>500 TEXT COUPONS</b> (per month, additional @ 10¢ each).....	<b>Included</b>
<b>COUPON ADMINISTRATION TOOL</b> .....	<b>Included</b>
<ul style="list-style-type: none"> <li>• Make Coupon Changes</li> <li>• Reporting and Tracking</li> <li>• Web Site Coupon Applet For Your Website</li> </ul>	
<b>LISTING ON MobileButter.com</b> .....	<b>Included</b>

## MULTIPLE MONTH PRICING

<b>6 Months</b> .....	<b>5% Discount</b>
<b>12 Months</b> .....	<b>1 Month FREE</b>

## MERCHANDISING PACKAGE ..... \$25

- 4 Posters
- 8 Table Tents
- 1000 Receipt Pads

*Prices do not include shipping and postage costs.*



**Spreading in Medina**

**Make your business available to the mobile marketplace.**

**Put coupons right where your customers want them - at their finger tips, with text messaging coupons from MobileButter.com.**

**MobileButter.com**  
Rebecca Alspach  
(888) 355-3412  
rebecca@MobileButter.com

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(888) 355-3412  
rebecca@MobileButter.com

# Why use MobileButter.com Text Messaging Coupons?

## IT'S CONVENIENT FOR YOU!

- **Requires minimal set-up time.** We know that time is money, that's why we've made setting up your mobile coupons on [MobileButter.com](#) quick and effortless.
- **Change your offers as often as you want.** Day to day or minute to minute.
- **Advertise your keyword anyway and anywhere you want.** Feel free to add your keyword to your existing advertising media – t.v., newspaper ads, billboards, etc.

## IT'S CONVENIENT FOR YOUR CUSTOMER!

- **Put your coupons right where your customers want them - at their finger tips.** With the convenience of text messaging, your customers will have access to your current promotions anytime and anywhere they may be - 24 hours a day, 7 days a week.

## EASY VIRAL MARKETING CHANNEL

- **Watch your text messaging coupons spread like butter.** Consumers will tell their friends, and their friends will tell their friends.

## Spread the Butter. Save Some Coin.

### MobileButter Pages

#### TEXT MESSAGING COUPON DIRECTORY

**MobileButter Pages** is a coupon directory which will be provided by [MobileButter.com](#) at no additional cost. Think of it as a text messaging phone book. It will display your business name and keyword and will be distributed on 50,000 other directories through 50 retailers within Medina. Plus an additional 20,000 directories will be distributed at local sporting events, schools and throughout the community.

## MERCHANDISING PACKAGE

For the low fee of \$25, we will provide you with additional in store marketing material to help you spread the word about your text messaging coupons. This package includes 4 posters, 8 table tents and 1000 receipt pads.

## INEXPENSIVE

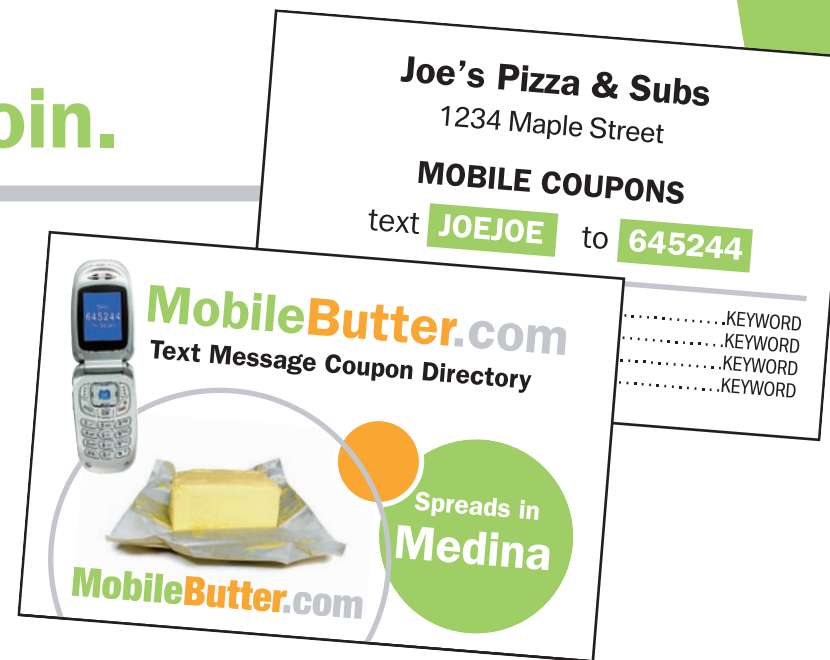
- **Extremely low cost of entry.** Compare your current advertising costs to this. With the low entry cost of only \$124.95/mo., text messaging coupons will help you spread your offers all over Medina.

## 100% SPAM-FREE

- Your customers will only receive text messaging coupons if they request them.
- Your customers phone numbers are safe with us and will be used for no other purpose than to send them their requested [MobileButter.com](#) coupons.

## 100% GREEN

- **100% Green coupons.** Zero paper and Zero toner.



**Add your keyword to your other advertising media and spread the butter even further.**  
**The sky is the limit!**

## How To Get Started?

### 1 USERNAME AND PASSWORD

- **Select a username and password.** It can be anything you like and will allow you to login and manage your account on [MobileButter.com](#).

Username:

Password:

### 2 PERSONALIZED KEYWORD

- **Choose a personalized keyword that consumers will use when texting a coupon request.** This keyword should represent your company and will be used in the [MobileButter Pages](#) and on [MobileButter.com](#).

Keyword:

### 3 SET-UP YOUR PRIMARY MobileButter.com COUPON

- **Using the MobileButter.com coupon applet is both user-friendly and convenient.**
- **Unlimited coupons can be posted on MobileButter.com.** (ask for details)
- **Coupons act in real time.** As soon as they are posted, they are active.
- **Making a mobile coupon takes minutes of your time.**