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PRESS RELEASE

**UK Registered Charities Can Collect Donations via Text for Free Using
Incentivated's Award Winning Mobile Marketing System**

Mobile marketing solutions specialist Incentivated, www.incentivated.com, has announced that it is offering its online mobile marketing system, **iris**, free of charge for one month to help UK registered charities kick-start their campaigns before Easter 2006. **iris** allows charities to run local, regional or national direct marketing and direct response campaigns using the very latest in text and picture messaging technology. Collection of donations is possible using Premium Rate SMS; the donor texts to authorise the donation like they would to order a ringtone for their phone. **iris** also incorporates an integrated email facility which combines the benefits of the two interactive media; mobile and email.

With a single interface that can be used on any PC, **iris** enables charities to set up a mechanism that allows the public to respond immediately to an appeal call to action via their mobile phones. The process enables charities to collect the donations easily using their own 'keyword' and 'short-code' combination. For example by setting up the word 'CHARITYNAME' on a shortcode telephone number of the form '12345', the public simply texts the charity name and sends the message to the five digit number. The money is collected by the user's mobile network provider, i.e. included on their next bill or if the donor owns a pay-as-you go phone then credit is deducted immediately. Once-off or recurring donations can be set up depending on the 'keyword' used and the requirements of the charity.

By signing up before 16 March 2006 registered charities will be able to use the service free for any period of 31 days before 16 April 2006, giving them all SMS and email software and campaign management for free (the charity pays for text message credits used that are not covered by donations made by SMS).

Jonathan Bass, MD of Incentivated, said "Mobile phones offer the most immediate and convenient way for the majority of the public to donate to money to charity, wherever they are. Once they have made an ad hoc donation it is easier then to recruit a proportion of the donors to regular payments by direct debit. We have developed **iris** to give charities far greater control over their campaigns while incorporating an integrated email marketing upgrade." He added, "We would like to demonstrate this new medium and our commitment and support to all UK registered charities by providing this system free of charge for one month."

page 1 of 2

managing mobile interactivity

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About Incentivated

Founded in 2001, Incentivated is a mobile marketing agency that provides software for straight forward integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands, charities and public sector bodies to improve the effectiveness of communication between the organisation and its customers. Greater participation resulting from the use of the mobile medium and reduced operating costs typically lead to increase ROI.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for direct marketing, direct response and sales promotion. Using the Global Standard for Mobiles Incentivated can deliver mobile campaigns to the four corners of the globe.

In addition Incentivated has a range of sector-specific applications for mobile customer service and mobile commerce objectives. Mobile customer service enhances existing customer service processes by adding the mobile channel as an additional option for consumers. Incentivated's mobile commerce platform allows businesses to offer secure transaction processing, collection of payments by PSMS and content delivery to the handset.