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PRESS RELEASE

Incentivated appointed by Envirowise to run mobile environmental action campaign

'Dnt b wstfl, text WASTE to 88058' will be the call to action on posters across towns and cities nationwide which invites business people to cut waste and save money via their mobile phones.

The environmental action campaign, developed by Envirowise in partnership with mobile marketing agency Incentivated, provides the user with a direct link on their mobile phone to a specially designed savings calculator, accessible via a mobile internet website.



Users are then prompted to enter straightforward details about their typical office resource use. Their phone will then display information on how savings can be made by putting in place low or no-cost environmental improvements to reduce water and paper usage. Details of other sources of practical advice are also given, including the confidential Envirowise helpline.

Jonathan Bass, Incentivated's Managing Director, comments: "The purpose of this campaign is to use the latest media channels and get the message out about the benefits of resource efficiency. As mobile phones are now a vital tool for every business, this is one of the most convenient ways for businesses to see how to make cost savings".

Elaine Sharpe, Envirowise's Marketing Campaigns Manager adds: "Of the mobile agencies we met, Incentivated stood out as the one which understood our needs and demonstrated they could develop a creative, user-friendly solution".

The campaign follows research conducted by MORI on behalf of Envirowise, which reveals that while three-quarters of small and medium sized businesses consider the reduction of business waste as an important issue, a fifth still do not know where to turn for environmental advice.

For more information on Envirowise and its free services for businesses, call 0800 585 794 or visit www.envirowise.gov.uk.

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managing mobile interactivity

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About Envirowise

Envirowise delivers a valuable programme of confidential advice to UK businesses. This advice enables businesses to improve profitability and reduce environmental impact.

Independent, practical and proven guidance is available through a helpline, information resources and on site visits delivered by a national team of expert advisors. Each solution is driven by the specific needs of individual firms, to genuinely improve their business practices, profitability and competitiveness. Since 1994, Envirowise has helped UK industry save £1 billion.

The Envirowise programme is available to any UK business, completely free of charge. For more information visit www.envirowise.gov.uk or call 0800 585 794.

About Incentivated

Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging and the mobile internet.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome. Founded in 2001, Incentivated's fast growing client base includes British Airways, Hilton Group, Carphone Warehouse, OneTel, Scottish Power and Macmillan Cancer Support.

For more information visit www.incentivated.com or call 0845 130 3985.