



July 2006

PRESS RELEASE

Incentivated scoops Mobile Technology Award for “Safer Travel at Night” campaign

Mobile marketing agency Incentivated's “Safer Travel at Night” campaign for the GLA and Transport for London has scooped the Mobile Technology Award at the Good Communication Awards 2006, set up to recognize excellence in public sector communications.

Sponsored by 02, the Mobile Technology Award is presented to the local authority or central government department that has implemented a mobile strategy that can demonstrate either benefit to citizens through increased access to services, or benefits to the organisation through increased efficiencies.

Incentivated's “Safer Travel at Night” SMS campaign, is part of a commitment by London Mayor Ken Livingstone's to reduce sexual attacks by unlicensed mini-cab drivers. Subscribers text **HOME** to **62967** (spells 'MAYOR') or **60835** (the TfL number) and receive local licensed minicab and taxi information in the area they are texting from. A Location Based Service search is used to pinpoint the subscriber's exact location, enabling the relevant information to be identified and sent. The database of licensed minicab operators and drivers is updated daily to maximize safety.

Jonathan Bass, Managing Director, Incentivated, said: “It is a privilege to win an award for such a worthwhile campaign.”

For further information:

Amanda Harrison - 01296 660 294 - hello@amandaharrisonmedia.co.uk

Notes to Editors

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.

page 1 of 1

managing mobile interactivity

Incentivated Limited

1 Love Lane, London EC2V 7HJ (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

Registered number: 4330957. England and Wales