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PRESS RELEASE

Incentivated is setting up a new sales support division

Its first new recruit is Katie Brooker who joins from the BBC, where she was responsible for managing and developing interactive and direct marketing campaigns for BBC programmes including Fame Academy, Countryfile, and Saturday Kitchen, and for non-BBC clients including MTV, Community Channel, Visit London and Exchange & Mart.

At Incentivated Katie will manage sales support for the commercial team, liaising with clients and our IT team.

Robert Thurner, Commercial Director at Incentivated, says: "Katie has proven skills building relationships with internal and external clients whilst at the BBC. This experience will play a vital role as we expand the range of mobile services we offer to an ever growing list of clients".

For further information:

Incentivated – 0845 130 3985

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.