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**PRESS RELEASE**

**Incentivated strengthens sales team with new appointment**

Incentivated's sales team continues to grow with the addition of Nick Shadbolt as Senior Account Executive. Nick joins from PNC Telecom where he worked with a number of agency and corporate clients.

Nick's arrival coincides with a restructure of Incentivated's rapidly growing commercial team, which will see greater focus on new business, account management and project management.

Robert Thurner, Commercial Director at Incentivated, says: "Nick brings a sound understanding of the role mobile can play in today's marketing mix, and excellent client handling skills with blue chip clients. He promises to be a valuable addition".

**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.