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PRESS RELEASE

**Incentivated Delivers A Direct Line To The Mayor's Office For Londoners
Residents to voice their concerns to The Mayor and London Assembly using mobile phones**

Mobile marketing solutions specialist Incentivated www.incentivated.com has been appointed by the Mayor of London to provide the first mobile communications platform for his People's Question Time (PQT) initiative.

People's Question Time is a twice-yearly meeting that gives Londoners the chance to ask the Mayor and the London Assembly about their plans, priorities and policies for the Capital. For the first time in its history, Londoners will be able to request tickets to attend the meeting and submit their questions to the panel via text message.

The PQT text service has been built by Incentivated and integrates the company's online mobile marketing platform called 'iris' with the PQT administration team managing the ticketing process and questions to the panel. Questions can be submitted to The Mayor or The London Assembly by texting "Q" followed by name and question to **62967** (spelling MAYOR on the phone keypad). Londoners can order up to six tickets each for the event by texting "PQT" followed by their **name, house number** and **postcode** to **62967**. The panel will attempt to answer all submitted questions at the meeting. Any unanswered questions will be responded to on the GLA web site www.london.gov.uk or via text message to the questioner.

PQT meetings of the London Assembly's 25 members are held twice a year in a different area of London. Next month's meeting will be held at Hendon Police College on 23rd November. PQT is supported by LBC radio, which will begin broadcasting details of the event w/c 24 October 2005. Information about the meeting will also be seen on special PQT posters placed in tube stations and buses around London.

Jonathan Bass, Managing Director of Incentivated, said "The Mayor of London and the London Assembly have shown once again that they know how to interact with ordinary people by offering a choice of channels through which the general public can communicate with them. We expect a considerable increase in the volume of questions and issues put to the Mayor and London Assembly at the next meeting. Text messaging makes it easy and accessible for all Londoners."

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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

Contact Details

For more Information and photography

Tresena Hastings
Reality PR
tresena@realitypr.co.uk
020 8663 6111

About Incentivated

Founded in 2001, Incentivated is a mobile marketing agency that provides software for simple integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands to improve the effectiveness of communication between organisations and consumers and to increase ROI through the mobile medium.

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.