



24 April 2007

PRESS RELEASE

Incentivated wins VisitBritain account

Following a competitive tender process, mobile marketing agency Incentivated has been appointed by VisitBritain's England marketing division to update and extend their successful Enjoy England mobile campaign which aims to drive tourism throughout the English regions, at all times of the year.

Incentivated has won the multi-year contract from an incumbent mobile agency and will work closely with VisitBritain and its fulfilment partners. Using Incentivated's online mobile marketing platform, iris, VisitBritain will receive a comprehensive, managed mobile solution, which includes the capabilities of offering physical and electronic brochure ordering, WAPsites and MMS campaigns, amongst others.

VisitBritain has already been using SMS as a customer acquisition tool for over a year with positive results. By increasing the use and variety of mobile formats in its marketing strategy, VisitBritain will continue its standing as the British tourism authority and is sure to reach an increasing number of tourists by offering an innovative and immediate method of communication.

Jonathan Bass, MD of Incentivated, said, "We are delighted to win this competitive tender to handle VisitBritain's existing business. Mobile marketing has matured as a sector with some clients in their second or third year of full rollout and refining their strategy to adapt to their learnings. The mobile channel offers substantial benefits for travel and tourism clients by providing an immediate shortcut to detailed holiday information ordered via SMS and the mobile internet for consumption via mobile, email or in hardcopy. In addition, mobile allows great potential for time sensitive and location specific messages to mobile carrying travellers on business or pleasure throughout the UK and even the world."

Amanda Smyth, England Domestic Marketing Manager at VisitBritain said, "The mobile medium offers Enjoy England the opportunity to reach out and engage with new audiences in ever more creative ways. We were impressed by Incentivated's strong track record of delivering innovative campaigns and their willingness to really engage with us as a client, to understand our specific challenges and suggest how we can maximise the effectiveness of the mobile channel moving forward".

For further information:

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managing mobile interactivity

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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.

About VisitBritain

UK residents took 111 million trips, spending £17.5 billion in England in 2005. Since its launch in 2003, Enjoy England has been responsible for £450m of incremental spend on short breaks in England. In addition to a national TV advertising campaign to inspire British visitors to share their secrets of England, the current portfolio of campaigns focuses on city breaks, outdoor activities, food and drink and indulgent escapes. Enjoy England also markets England in France, Germany, Ireland and the Netherlands.

- VisitBritain is responsible for promoting Britain as a world class tourist destination and for developing England's visitor economy through Enjoy England campaigns and initiatives.
- Visit the England press centre at www.enjoyengland.com/presscentre.