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## PRESS RELEASE

### **Xscape and SNO!zone make an extreme leap into the digital revolution!**

The extreme sports & leisure activity partnership of Xscape ([www.xscape.co.uk](http://www.xscape.co.uk)) and SNO!zone ([www.xscape.co.uk/snow/milton-keynes/whats-inside/snowslope](http://www.xscape.co.uk/snow/milton-keynes/whats-inside/snowslope)) have enlisted Incentivated to provide all their mobile and email marketing requirements with immediate effect.

Xscape and SNO!zone have signed up to Incentivated's dual-media (mobile and email marketing) software package called 'iris'. This allows them to combine the benefits of the two main digital media in a single online solution. Initially they plan to allow customers to use their mobile phones to enter prize draws and also to sign up to receive promotional information about the extreme sports & leisure activity facilities in Glasgow, Leeds and Milton Keynes. By adding a shortcode mobile phone number to traditional marketing material they hope to increase response rates, track advertising effectiveness and collect consumer data for future marketing campaigns.

Later this month the two companies will also launch their new email newsletter, designed to keep customers up to date with new extreme facilities, temporary exhibits and other events at all three sites, as well as special offers. Mobile and email marketing will be used in parallel to reinforce each other; greater information provided first by email and then reminder and late availability text messages sent to reinforce the campaign.

Sarah Porteus, Marketing Manager of Xscape Castleford (Leeds) said: "Text messaging and email marketing together are a very powerful combination for customer acquisition and customer relationship management. We expect Incentivated and 'iris' to help us increase our revenues in quiet times as well as encourage repeat visits, in addition to simply keeping in touch. The digital media are perfect for a young audience including families and highly cost effective as well."

Jonathan Bass, Managing Director of Incentivated said: "There is only one choice when it comes to reaching snowboarders, rock-climbers and indoor sky-diving fans – and that's the digital media. We are delighted to be working with two such unique businesses and eagerly await the first newsletter so we can join in the fun."

### **Sign up for the service for free**

Incentivated is also announcing a unique offer. Businesses in the leisure industry can get 'iris' for 2 months absolutely free, on a trial basis. The offer is open to leisure centers, gyms, sports facilities, spas and beauty salons across the UK.

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*managing mobile interactivity*

#### **Incentivated Limited**

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email: [info@incentivated.com](mailto:info@incentivated.com) [www.incentivated.com](http://www.incentivated.com)

Registered number: 4330957. England and Wales

The offer includes:

- **Free 2 months licence**
- **Free phone support**
- **Free phone training**

Contact Mark or Michelle at Incentivated on 0845 130 3985 or email 'offer@incentivated.com'.

#### About Xscape and SNO!zone

Xscape is the UK's fastest growing premier leisure brand with a portfolio of innovative entertainment and leisure destinations. The company is lead by P.Y. Gerbeau, the visionary director previously behind major European visitor attractions including EuroDisney and the Millennium Dome. Xscape runs activity centres in Milton Keynes, Castleford (Leeds) and Braehead (Glasgow) - due to open in April 2006. SNO!zone is a separate company which manages the snow slopes at the Xscape venues, including the UK's largest indoor snow slope at Xscape's Milton Keynes centre.

#### About Incentivated

Founded in 2001, Incentivated is a mobile marketing agency that provides software for straight forward integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands, charities and public sector bodies to improve the effectiveness of communication between the organisation and its customers. Greater participation resulting from the use of the mobile medium and reduced operating costs typically lead to increase ROI.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for advertising, 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.

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