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PRESS RELEASE

Incentivated launches global SMS flight information service for British Airways

Mobile agency Incentivated is launching an SMS flight information service for British Airways to give passengers, and those dropping them off and picking up from airports, with the latest flight information on their mobile phones. British and American passengers can use the service whilst roaming in other countries and access information on all BA flights. BA plans to extend the service to other nationalities.

It is expected the service will complement BA's flight information call centre service, which handles 1.5 million incoming calls each year.

The service, available for UK and US registered mobile phones, allows users to get up-to-the-minute flight information for yesterday, today and the next five days.

Users text **D** for Departures or **A** for Arrivals followed by a **space**, the **departure date** of the flight (in the form DDMMYY or MMDDYY for the US) and the British Airways **flight number** (eg BAXXXX) to **60747** in the UK, **70615** in the US.

A British Airways spokesperson commented: "BA has used outbound text messaging as a reliable, cost effective channel to send immediate flight disruption alerts and check-in reminders to our passengers and communicate with staff for five years. It's a logical extension for us to launch this inbound FAQ text service for all flights".

Jonathan Bass, Managing Director at Incentivated, adds: "Since setting up Incentivated, we've been helping clients to integrate mobile into their businesses to offer superior customer service and reduce costs. We plan to further extend BA's use of mobile to improve CRM and assist with customer acquisition".

- ENDS -

For further information:
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Notes to Editors:

Example text messages

D 250610 BA117 Departure information for BA117 on 25 June 2010
A 150510 BA118 Arrival information for BA118 departing on 15 May 2010

Those with difficulties using the service should text HELP to 60747, 70615 or +44 7624 818 777 to receive guidance on how to use the service.

About Incentivated

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising 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, mobile internet and all other mobile data formats.

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, Central Office of Information, Jaguar, Macmillan, Cancer Support, Marks & Spencer, Masterfoods, Pricewaterhouse Coopers, RBS, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>