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SURVEY SAYS: MOBILE MARKETING WINS WITH READERS

ELLEgirl/MOBOT Partnership Increases Purchase Intent By 14 Percent

FOR IMMEDIATE RELEASE

Lexington, MA—January 23, 2005 –Mobot's September Instant Win promotion with *ELLEgirl Magazine*, utilizing Mobot's visual search and recognition technology via mobile phones, increased advertising effectiveness significantly, with purchase intent **14 percent higher for participants** when compared to non-participants, according to a new survey conducted by Insight Express and sponsored by Mobot.

Readers could enter to win a daily prize simply by snapping a picture of a specified magazine ad and then sending the photo to Mobot. Readers instantly received a text message alerting them if they won. Participating advertisers included Maybelline, Neutrogena, Target and many more. The grand prize was a trip to London. The promotion is part of a 12-month partnership between Mobot and *ELLEgirl* to create 'mobotized' advertisements, connecting ELLEgirl readers directly with advertisers.

Highlights from the survey include:

- Each participant entered to win an average of **22 times during the month**.
- Participation increased by **228 percent** from the first ten days compared to the last ten days of the campaign.
- Purchase intent for the participants was on average **14 percent** higher than non-participants (and ranged as high as **28%**).
- Advertiser favorability for participants was on average **18 percent** higher than non-participants (and ranged as high as **35%**).
- Aided recall rates for the 25 advertisers in the campaign were on average **15 percent** higher for participants than for non-participants (and ranged as high as **33%**).
- Unaided awareness of advertisers by participants was **8 percent** higher than non-participants.
- **96%** of participants said they were likely or extremely likely to participate in a similar promotion in the future.

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"Mobile phones are very personal devices, making them the most effective medium for reaching the teen market," said Russ Gocht, CEO of Mobot. "For a brand marketer, it's like putting a brand directly in the reader's hand. These survey results demonstrate that Mobot quantitatively increases advertiser effectiveness."

"Not only does Mobot provide a unique proposition for advertisers," says Deb Burns, VP/Publisher for ELLEgirl, "but our readers think it's really fun and they're already asking for more."

Mobot is designed to allow brands and media partners to seamlessly introduce Mobot technology into the media mix and doesn't require any modifications to existing visual media—no keywords, phone numbers, URLs, product codes, or bar codes are necessary. Mobot is easy to use, and requires only a few 'clicks' to complete a transaction. To ensure the widest user adoption, Mobot is available today on all national U.S. wireless carriers and works with all camera phones.

About ELLEgirl Magazine

ELLEgirl, the international style bible for girls who dare to be different, is published by Hachette Filipacchi Media U.S., Inc., and is accessible on the web at www.ELLEgirl.com. *ELLEgirl.com* was recently listed in Media Metrix as one of the top ten teen sites, International editions include *ELLEgirl* South Korea, *ELLEgirl* Holland, *ELLEgirl* Quebec, *ELLEgirl* Taiwan, *ELLEgirl* Japan, *ELLEgirl* Russia, and *ELLEgirl* Germany .

About Hachette Filipacchi Media U.S.

Hachette reaches nearly 50 million readers in the U.S. through its enthusiast titles which include *American Photo*, *Boating*, *Car and Driver*, *Cycle World*, *ELLE*, *ELLE Decor*, *ELLEgirl*, *Flying*, *For Me*, *Home*, *Metropolitan Home*, *Popular Photography & Imaging*, *Premiere*, *Road & Track*, *Sound & Vision*, *Woman's Day* and *Woman's Day Special Interest Publications* such as, *Kitchens & Baths*, *Home Remodeling & Makeovers*, and *Budget Decorating Ideas*. In addition to the magazines, Hachette has 16 Web sites, 4 mobile services, 13 digital editions (with all Hachette titles in digital format by end of first quarter 2006), book and custom publishing, integrated marketing, database and market research, as well as licensing. Currently, a number of Hachette brands have extensions in television, radio and consumer events. Hachette Filipacchi Media U.S., Inc., is the New York-headquartered subsidiary of Hachette Filipacchi Médias S.A., a wholly-owned subsidiary of Lagardère SCA. The Hachette Web site address is www.hfmus.com.

About Mobot

Mobot is the leader in visual search and recognition technology that makes marketing effective and innovative using mobile devices. Launched in 2004 to help companies cultivate rewarding relationships with the world's 1.5 billion mobile phone users, Mobot gives marketers, content providers and carriers the tools to make it easy for any consumer with a mobile device to interact with their environment. For more information about Mobot, please visit www.mobot.com.

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