



Press Contacts: Erika McCarthy or Meryl Franzman
617.269.3677 or 617.739.1769
erika@e-mccarthy.com or franzman@beyondwords.com

**ELLEGIRL AND MOBOT PARTNER TO CREATE
INTERACTIVE MAGAZINE EXPERIENCE**

***ELLEgirl gets “Mobotized,” and
invites readers to ‘Point, Click and Connect’ directly with advertisers***

FOR IMMEDIATE RELEASE

New Orleans, LA —March 14, 2005 – *ELLEgirl Magazine* (published by Hachette Filipacchi) and Mobot today announced a 12-month partnership to create ‘mobotized’ advertisements for *ELLEgirl*. Mobot’s visual search and recognition technology solution combined with camera phones makes it fun, rewarding and easy, for *ELLEgirl* readers to interact with their favorite consumer brands, providing instant gratification to teens living the mobile lifestyle.

ELLEgirl’s mobotized ads create interactivity between their teen readers (the most active market for camera phone usage and text messaging in the US) and advertisers by allowing readers to take a picture of an ad with their camera phone and send it to Mobot with just a few keystrokes. Simply have to have that pair of shoes? Click a picture and Mobot sends you store locations. Click a picture of the girl in the red hat on page 48 and get entered to win a shopping spree. Readers can purchase products, get free samples or discounts, find store locations, or product information from the brands they select. Readers can also participate in unique promotions and games such as scavenger hunts and viral marketing campaigns sponsored by the brands using pictures, text messaging and their mobile phone.

“This partnership works well for *ELLEgirl*’s teen readers that use mobile phones daily,” said Russ Gocht, CEO of Mobot. “For the advertiser, each picture can launch a thousand possibilities.”

“As the first teen magazine to use this technology, we’re thrilled to be able to provide our advertisers with new and fresh ways to send their messages to their target audience,” said Deborah Burns, VP/Publisher of *ELLEgirl*. “Mobot is ideal for marketers who want to develop deep relationships with customers and deliver measurable cross-media marketing campaigns. We are looking forward to developing innovative promotions throughout the next year.”

For marketers, Mobot is a measurable launch point for integrated marketing campaigns that can now reach consumers through the device they carry constantly—their mobile phone. Jay Conrad Levinson, co-author of Guerilla Marketing says, “Camera cell phones...are now ubiquitous enough that advertisers can use them.” (USA Today 3/05). Mobot’s ability to measure response also fits the U.S. advertising industry trend of shifting dollars at an increasing rate toward consumer-driven, accountable, and interactive means of reaching potential customers.

Mobot is designed to allow brands and media partners to seamlessly introduce Mobot into the media mix and doesn’t require any modifications to existing visual media—no keywords, phone numbers, URLs, short codes, 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* United Kingdom, *ELLEgirl* South Korea, *ELLEgirl* Holland, *ELLEgirl* Quebec, *ELLEgirl* Taiwan, *ELLEgirl* Japan, *ELLEgirl* Russia, *ELLEgirl* France, *ELLEgirl* Germany and *ELLEgirl* China.

About Hachette Filipacchi Media U.S.

Hachette reaches nearly 50 million readers in the U.S. through its more than 20 titles which also 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*, *Road & Track Road Gear*, *Road & Track Speed*, *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 includes book and custom publishing, integrated marketing, database and market research, as well as Hachette Enterprises. 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.

###

Mobot and Mobot.com are trademarks of Mobot, Inc.