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**VIBE AND VIBE VIXEN MAGAZINES PARTNER WITH MOBOT TO DRIVE INTERACTION
BETWEEN ADVERTISERS AND READERS WITH MOBILE PHONES**

Readers are Invited to 'Point, Click and Connect' With Magazine Advertisers

FOR IMMEDIATE RELEASE
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New Orleans, LA — March 14, 2005 – *VIBE*, *VIBE VIXEN*, and Mobot today announced a partnership to create 'mobotized' pages throughout the March issue of *VIBE* magazine, aimed at young, urban music fans, and the Spring premiere issue of *VIBE VIXEN* magazine, the first women's magazine to combine the trendsetting influence of urban music and culture with fashion and beauty. Mobot's visual search and recognition technology solution combined with camera phones makes it fun, rewarding, and easy for *VIBE* and *VIBE VIXEN* readers to interact with their favorite consumer brands.

VIBE and *VIBE VIXEN*'s mobotized pages create interactivity between readers and advertisers by allowing readers to take a picture of an ad or any fashion page with their camera phone and send it to Mobot with just a few keystrokes. Consumers immediately receive tailored offers, samples, or discounts from the brands they select, and in some cases, the ability to buy products like DVDs online. The program is completely consumer-driven and only connects readers to brands they choose.

"Partnering with *VIBE* and *VIBE VIXEN* is a great opportunity. We are excited to offer them a powerful tool to increase interactivity between readers and advertisers," said Russ Gocht, CEO of Mobot. "This is a great solution for both magazines' young demographic who use mobile phones daily and are accustomed to instant gratification."

"We are continuously looking to provide our advertisers with new and innovative ways to send their messages to their target audiences. We're thrilled to 'mobotize' our premiere issue of *VIBE VIXEN*. And our advertisers are excited to interact with readers at their precise moment of

interest,” said Carol Watson, Publisher of *VIBE* and *VIBE VIXEN*. “Mobile phone usage definitely speaks to our readers’ lifestyles. This relationship with Mobot offers our readers an interactive experience, literally putting the advertisers in the consumer’s hand.”

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, coauthor 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. To ensure the widest user adoption, Mobot is available today on all national U.S. wireless carriers and works with all camera phones.

About *VIBE* and *VIBE VIXEN*

Founded in 1993 by music legend Quincy Jones, *VIBE* magazine is the preeminent brand in urban music and culture. With a guaranteed circulation of 850,000 readers, *VIBE*, a monthly, reaches an audience of over 8 million. Published by Vibe/Spin Ventures LLC, a leading music/lifestyle media company that also publishes *Spin* magazine, *VIBE* recently won a National Magazine Award for General Excellence. The win marked the first time a magazine with a primarily black readership won in the General Excellence category.

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, visit www.mobot.com.

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