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RESEARCH EXPOSES GAP BETWEEN CONSUMER MOBILE ADOPTION AND FORTUNE 1000 BRAND READINESS

WITH PROPRIETARY RESEARCH, CHARLOTTE, NC-BASED RED F MARKETING LAUNCHES MOBILE MARKETING FIRM MOBISIX TO HELP CLOSE GAP.

[CHARLOTTE, NC] – January 8, 2008 – A recent research study to top business and marketing executives revealed a general lack of confidence and readiness from major U.S. brands in developing grounded and effective mobile marketing strategies. A key finding of the research found that an alarming 69 percent of brands are not confident in their mobile strategies today. In addition, only 14 percent of respondents are very confident about their brand's strategy to integrate mobile into their marketing plans. These findings come as a surprise given mobile marketing's rise and acceleration here in the U.S. and consumer's staggering adoption and heavy data usage with mobile.

The purpose of the research was to take a pulse on the activity and investment in mobile and how it will change in the next three to five years. There is great potential for mobile to accelerate as a key marketing channel for brands given that today, more than 350 billion text or SMS messages are sent annually and nearly 33 million active mobile Internet users in the U.S. alone.

The Fortune 1000 research, with respondents from brands like Dell, Blockbuster, Sony and Schwab, also revealed that more than half (54 percent) of the brands do not even have a dedicated team or person focused on mobile. Only one-third of brands surveyed are actively engaged in mobile marketing and although budgets are being established for investment in this emerging channel, many are just not sure where to start.

(MORE)

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In response to this alarming gap, RED F Marketing, one of the fastest growing private marketing services companies in the U.S., according to INC Magazine, has formalized its existing mobile marketing practice area with the launch of Mobisix, a full-service, marketing and data and analytics-driven mobile agency focusing on general and Hispanic markets.

“The mobile device is proving itself as the ultimate direct response vehicle and clearly has the power to make all media interactive,” says Dan Roselli, CEO of Mobisix. “We’ve seen a dramatic willingness – almost eagerness – from our clients to learn more about mobile and we’ve really been able to step in and fill the void in client capability.” Mobisix leverages its interactive and mobile experience with a firm foundation already laid in one of its core practice areas of data and analytics. With a deep understanding of data and analytics and its importance to mobile, Mobisix is poised to create and deliver grounded, compelling, and ROI-driven mobile marketing solutions for top U.S. brands.

ABOUT MOBISIX

Mobisix is a mobile marketing firm that offers a unique blend of high-caliber business consulting, flawless creative, advanced analytics, and proven implementation. As thought leaders in the mobile space, Mobisix provides holistic mobile marketing solutions to the world's best companies. Consumer insights, strategic thinking, and data-driven decisioning fuel our approach to strategically integrating mobile and activating brands. Mobisix is a team of senior business and marketing professionals across disciplines and industries that provide clients looking to add mobile a more holistic and marketing-driven approach. Mobisix launched in January 2008 and is based in Charlotte, NC.

ABOUT RED F

RED F is a marketing services company that specializes in solving the toughest marketing challenges for the most world's best companies. Ranked in 2004 and again in 2006 as one of the fastest growing private marketing companies in the U.S. by INC. Magazine, RED F offers a blend of strategic business and marketing consulting combined with creative, execution and production. RED F is a two time winner of the Charlotte work/life Awards for its attractive working culture and solid career opportunities. RED F is based in Charlotte, NC with satellite offices in Miami, FL and San Juan, Puerto Rico.

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