

February 27, 2001
Helsinki, Finland

Mobile SNWBRDR Channel activated young snowboarders

A mobile channel with snowboarding as its theme was planned and implemented jointly by 360com.com and Add2Phone from December 2000 to January 2001. The channel was created with a view to pilot the short messaging (SMS) channel as a marketing concept, and also to gain experience on the effectiveness of permission-based marketing in the mobile media. The experience was encouraging.

The number of SNWBRDR subscribers was close to 350 at the end of the two-month pilot period. During this time, those who had subscribed to the channel were delivered SMS content directly to their mobile handsets. The short messages consisted of relevant information, such as snowboarding event tips and snow situation reports from the local skiing resorts. The channel also provided sponsored competitions and advertisements. The sponsors were Pepsi, Fazer, MoonTV and Housemarque Games.

The channel subscribers responded particularly well to the competitions. In one of them, the competitors had to guess the name of Fazer's new bag of sweets. 12% of the total number of SNWBRDR channel subscribers participated in this competition. Another give-away competition, launched by Pepsi, was an even greater success. In this competition you had to reply within 20 minutes to the SMS message sent by the sponsor, to get a chance to be amongst the lucky few, one of whom got a free snowboard. As many as 20% of the people who had joined the channel reacted within such a short time. Once the reply deadline was over, the winner of the snowboard was chosen, and their name was communicated to the participants right away in an SMS message. The entire competition was over half an hour after it started.

On behalf of 360com.com and Add2Phone, Gallup Ad conducted a research into consumers' reactions to SNWBRDR channel. The research revealed that the campaign was very positively received. 74% of those who answered said the channel had come up to their expectations.

The channel model was seen as a sensible way to obtain information and marketing communication messages regarding a specific topic. As many as 78% of the interviewees would be willing to join equivalent channels also in the future.

For further information on the campaign and on mobile media, please contact:

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About 360com.com

360 com Ltd, providing the 360com.com service called Click-to-Media, was founded in January 2000 to form a new sales channel for the global media industry. In addition to other medias, Click-to-Media will include tools to buy and plan mobile marketing media. 360com.com's Mobile Media Unit consults, plans and coordinates the mobile marketing according to the marketer's needs.

The 360com.com head office is located in Helsinki. 360com.com also has an office in Stockholm. New branch offices will soon be opened in Scandinavia and in other European countries. 360com.com is a member of the Finnish Association of Marketing Communication Agencies and the Wireless Advertising Association.

For more information on 360 com Ltd., see <http://www.360com.com>.

About Add2Phone

Oy Add2Phone Ltd. is a global forerunner in wireless marketing services and technology, with its roots in the 'Mobile Silicon Valley' of Helsinki, Finland. The company's leading-edge SMASH (Smart Mobile Advertisement Server) technology integrates wireless advertising, value-added services and mobile electronic commerce. Add2Phone develops innovative service concepts and models for advertisers, wireless network operators and other value-added service providers, such as wireless service providers and portal companies.

Add2Phone headquarters is located in Helsinki, Finland. Add2Phone has an additional product development unit in Lappeenranta, Finland. Add2Phone sales offices and customer service centers are located in Frankfurt (Germany), London (UK), Montreal (Canada), Detroit and New York (USA). All operations in the Americas are coordinated from Boston, USA.

For more information on Add2Phone, visit our website at <http://www.add2phone.com>.