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The Location Based Marketing Association announces research project focusing on location-based mobile marketing

Leading Mobile Industry Group partners with Indoor Location Services provider to study in-store marketing campaigns and the connected mobile consumer

Toronto, Los Angeles (August 9, 2011) - The Location Based Marketing Association is pleased to announce a field research project to be sponsored by Southern California-based ZwysH, a leader in providing indoor location services for the burgeoning mobile marketing sector. The research will focus on the mobile consumer and what effect directed, personalized, in-store marketing initiatives have on the developing mobile in-store ecosystem.

As part of the research project, the LBMA is seeking applicants for a six week pilot program that will utilize ZwysH's location-based mobile marketing platform. The ZwysH platform includes ZwysH *Loyalty* and ZwysH *Zone*, the newly launched mobile applications that integrate with a retailer's existing Smartphone application. These two unique, leading-edge applications provide location-based functionality that enables marketers to create contextual, personalized marketing campaigns based on their customer's preferences and in-store location.

"Partnering with one of the pioneers in indoor location was a no brainer," said Asif Khan, President and founder of the LMBA, and co-chair of the project. "With ZwysH, we have the opportunity to gain valuable insights into one of the fastest growing areas of in-store marketing."

The LBMA is seeking innovative participants who are leaders in the areas of retail, mobile marketing, consumer brands, and social search to participate in the pilot program. Participants will receive a fully customized handset app and Bluetooth infrastructure to execute custom indoor marketing campaigns during the program, as well as exclusive insights into the results and best practices developed through implementing the pilot campaigns.

"The LBMA is a new, aggressive industry group that we feel will be a valuable partner, providing us a higher profile with the right people in the mobile and retail community," said Marc Fernandez, CEO of ZwysH. "With the current fragmentation in the industry, working with the LBMA on this study will assist us to rise above the noise and highlight the value we bring to the marketplace."

For more information or to apply for the pilot project, visit www.thebma.com or www.zwysH.com.

About the LBMA

The Location Based Marketing Association is an international group dedicated to fostering research, education and collaborative innovation at the intersection of people, places and media. Our goal is simple; to educate, share best practices, establish guidelines for growth and to promote the services of member companies to brands and other content-related providers.

Members of the LBMA include retailers, agencies, advertisers, media buyers, software and services providers, and wireless companies. Simply put, we want to help those engaging location-based services be as successful as possible.

About Zwysch

Zwysch delivers unique, patented Bluetooth zoning technologies with in-store location accuracy, enabling marketing campaigns that drive traffic to physical stores and creating new co-op revenue opportunities for retailers. Zwysch is a subsidiary of WirelessWERX, a leader in indoor location technologies.

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