



YPARTNERSHIP AND ACUITY MOBILE FORM ALLIANCE TO DEVELOP INNOVATIVE MOBILE MARKETING PROGRAMS

ORLANDO, Fla. – (July 22, 2008) – Ypartnership, America’s leading marketing services agency specializing in serving clients in the travel and leisure industries, and Acuity Mobile, a leading provider of mobile marketing solutions, announced today a strategic alliance to collaboratively develop mobile marketing programs for clients in the travel, leisure and entertainment industries.

“Almost everyone these days has a mobile phone, and they are now being used for more than just talking,” said YPartnership CEO Peter Yesawich. “From text messaging to watching video content, mobile devices are a natural next step for effective marketing programs, and no one offers better technology to generate results than Acuity.”

Acuity’s Embedded Mobile Advertising Platform (EMAP), the only mobile marketing solution that offers Spot Relevance™, enables the targeting of content delivery to the right person, at the right time and in the right geographic location. With Spot Relevance, travel, leisure and entertainment organizations can create highly-targeted mobile marketing campaigns that leverage existing customer relationships, preferences and demographic data.

“Reaching end users at the right time and in the right location has always been a limitation of traditional media,” said Yesawich. “The ability to overcome these barriers with Acuity’s technology will provide our clients with a significant competitive advantage using this evolving medium.”

Both organizations plan to leverage this innovative technology in the development of marketing programs for destination promotion boards, attractions, hotels, resorts, entertainment venues and real estate developments. Content can range from SMS and MMS messages to streaming video.

“Ypartnership is one of the most respected marketing agencies serving travel, leisure and lifestyle organizations,” said Alan Sultan, President of Acuity Mobile. “They have premier clients who are excited about the world of possibilities that the mobile channel holds for them. We are thrilled to help them tap into that opportunity by developing leading-edge, highly successful mobile marketing programs.”

About Ypartnership

Ypartnership is widely regarded as America’s leading marketing services agency serving travel, leisure and lifestyle clients. The agency is headquartered in Orlando, Florida, and maintains additional service offices in New York, Los Angeles, Honolulu, Vancouver, Mexico City and London. Learn more at www.ypartnership.com

About Acuity Mobile

Acuity Mobile is a leading provider of mobile marketing content delivery solutions. Acuity Mobile's Embedded Mobile Advertising Platform (EMAP) is a patented technology that enables Spot Relevance™ - the ability to deliver targeted marketing content to the right person, at the right time, in the right location via text, WAP and applications. EMAP technology is used by carriers, advertisers and content owners to ensure that relevant content (ads, offers, traffic, weather, etc.) is delivered directly to mobile users based on their interests, time of day and geographic location. The technology behind EMAP was first developed in 2000 and patent protected since 2003. Acuity Mobile harnesses the power of mobility to improve content delivery for marketers and their consumers. For more information, please visit www.acuitymobile.com.

###

For more information:

Noel Perkins, Ypartnership, 407-875-1111, (noel.perkins@ypartnership.com)