

FLYTXT TO CREATE, DELIVER AND SUPPORT MOBILE MARKETING CAMPAIGNS FOR TIME INC., BEGINNING WITH PEOPLE AND TEEN PEOPLE MAGAZINES.

Submitted by: Cinnamon Communications

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FOR IMMEDIATE RELEASE

Tuesday 12 April 2005 - Flytxt, the leading provider of mobile marketing technology and services, today announced that it has been awarded a two-year contract to develop and implement integrated wireless programs for Time Inc. starting with People and Teen People magazines.

"There's a growing understanding in the United States of how mobile marketing can help to drive incremental revenues, increase audience-brand proximity, and extend brand communication into the personal sphere," said Carsten Boers, co-founder and CEO of Flytxt. "We're thrilled to be working closely with Time Inc. on their mobile strategy."

The deal, a significant development for Flytxt's U.S. operation, underscores the fact that the US mobile market is picking up speed. According to Mobile Communications Industry Analyst, Vikrant Gandhi, Frost & Sullivan, "Mobile penetration in the United States has eclipsed Internet usage, and a quarter of adults - and more than 50 percent of teenage mobile owners - are now considered to be text savvy."

"The mobile channel helps us extend our brands to reach people wherever they are by creating an exciting and new interactive relationship with our readers," said Ned Desmond, Executive Editor, Time Inc. Interactive.

Time Inc and Flytxt's First Mobile Messaging Campaigns:

To experience the new Teen People mobile campaign txt JOIN to 89887 or txt JOIN to 72667 for People magazine.

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Notes to Editor

About Flytxt

Flytxt, the marketing services provider, has become synonymous with quality and innovation within the mobile marketing and content industries.

Incorporated in 2000, Flytxt founded the phenomenon that has become "mobile marketing" today and has since also become the provider of choice within the mobile content sector. Flytxt's clients are the leading brands from across the media, entertainment, FMCG, retail, leisure and mobile operator sectors. Its technology has delivered some of the most complex mobile programmes that the industry has known. As a founder of the Mobile Marketing Association (MMA), Flytxt is dedicated to 'permission-based communication' and is sensitive to consumers' privacy.

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About Time Inc

Time Inc. is the leading U.S. consumer magazine publisher, with more than 138 magazines. Among its well-known magazine titles are Entertainment Weekly, People, Southern Living, Sports Illustrated, and Time. For more information, visit the company's web site at <http://www.timeinc.com>.