

# Press Release

January 5, 2009

## Adva Mobile Launches 1.0 Version of Mobile Fan Club Service for Entertainment Artists

Adva Mobile Corporation, a pioneer of mobile fan clubs for music artists, announced the 1.0 product launch and general availability of Adva Mobile's ([www.advamobile.com](http://www.advamobile.com)) mobile marketing service. Adva Mobile provides a software service for music artists to create closer relations with their fans on their mobile phones. Adva has enjoyed a very successful private beta program which began in March 2008.

Mobile phones offer the music industry an opportunity to thrive through growth from music full track and ringtone downloads, ticket purchases, and merchandise sales. This growth depends on our ability to engage consumers when and where they want to engage. This starts at the point of discovery and inspiration – it's at that point we feel closest to the artist or the song. Mobile Fan Clubs using Adva Mobile services present a gateway for bands to offer fans everything they need to immerse themselves in the moment, accessible from their mobile phone.

Fans today increasingly discover and share their experiences on their mobile phones. Music Artists use Adva Mobile services to build fan clubs that provide fans an unique and fun experience on their mobile phones, including mobile messaging and mobile-optimized web sites that offer a variety of content and activities such as news, music and video downloads, gigs and tickets, recommendations about other artists and influences, contests, voting, raffles, backstage passes, text to screen, etc.

For fans, Adva offers a compelling experience with their favorite music artists on a device that is always with them and personal to them – their mobile phone. Fans join mobile fan clubs to receive weekly or monthly text alerts, linking them to artists' mobile web pages, where they can download content, buy tickets to concerts, learn about the band and explore the bands' influences, recommendations, and friends. A unique sharing technology allows fans to take their experience even deeper, sharing music and experiences with their friends through links to their existing social communities such as Facebook, Twitter, and MySpace.

The service will provide significant benefits to advertisers targeting the 15-28 demographic on their mobile phones. Adva Mobile enables precise targeting via deep fan profiles that are based on demographic information (age, location, gender, etc.) and ongoing collection of behavioral information.

New Features of the 1.0 Launch Version of Adva Mobile includes:

- New, intuitive, self service interface
- Automatic generation of individualized keyword for each music artist
- Shared, easy to remember shortcode (GETME – 43863: eg. "Text mcalister to GETME")
- Automatic generation of mobile web pages from artists' MySpace profiles
- Fully automated campaign scheduling and messaging service
- Search and recommendation service for fans

To watch a video of the Adva Mobile experience, visit <http://www.advamobile.com>.

Relevant Quotes:

Jack Kelly, CEO and Founder, Adva Mobile: "Adva Mobile is excited to announce the launch of our mobile fan club service for music artists. Free to the band and free to the fan, Adva Mobile represents an entirely new, smarter, and dynamic way for music artists to create closer relations with their fans."

Christoph Krey, lead singer, McAlister Drive, Adva Mobile User: [www.myspace.com/mcalisterdrive](http://www.myspace.com/mcalisterdrive) "Excited and loyal fans are key to our success as musicians. Adva Mobile's new mobile fan club enables us to be proactive in developing personalized relations with our fans. They can get alerts from us, visit our mobile pages, download music to their phones and tell their friends about us. In the few weeks we've been using it both ourselves and our fans already see value in it."

Mark Kaye, HEARNOWLIVE Productions: [www.hearnowlive.com](http://www.hearnowlive.com) "The independent music business needs effective tools to promote shows to the crowd proactively. Fans need new ways to discover and follow artists they like. Adva Mobile's fan club service gives me new ways to promote shows for the music artists and venues I deal with. Keeping in touch with fans help promote ticket sales".

Adva Mobile Resource Center:

Web: [www.advamobile.com](http://www.advamobile.com)

MySpace: [www.myspace.com/advam](http://www.myspace.com/advam)

Facebook: <http://www.facebook.com/pages/Adva-Mobile/43997869275>

YouTube: <http://www.youtube.com/user/advamobile>

Twitter: <http://twitter.com/advamobile>

Blog: <http://advamobile.wordpress.com>

About Adva Mobile: Adva mobile provides a software service that enables music artists and advertisers to create closer relations with their audience through mobile fan clubs. The experience includes mobile messaging, mobile presence (mobile internet pages), mobile social sharing features, and mobile content fulfillment. The service is free to the fan, and a revenue generator to the band.

Adva Mobile was founded by Jack Kelly and Amir Rozenberg in March 2008 and is privately funded. For more information contact Jack Kelly, CEO, [jackk@advamobile.com](mailto:jackk@advamobile.com) or 508-740-3359.