

Qtags Names iMedia Caribbean Exclusive Distributor For Caribbean Territory

Qtags, a text service that helps advertisers instantly direct customers to offline and online information, has named iMedia Caribbean, a leader in the delivery of mobile marketing solutions, as the company's exclusive distributor in the Caribbean.

For Immediate Release

HOUSTON, Texas/EWORLDWIRE/March 29, 2006 --- Advertisers can add a qtag (short for quick-tag) to any existing print, broadcast, signage or display campaign. Viewers or listeners wanting to remember a special offer or learn more about a product can use a mobile phone to text the advertisement's displayed qtag word to the qtags short-code, 78247.

The qtags service instantly sends information about the advertisement to the individual's mobile phone via a reply text. The qtags service also converts the keyword to a Web link and stores it in an inbox that the individual can access online at www.qtags.com. This inbox is like a secure "locker" of references and extends the life of any advertiser's message by making it easy for a customer to store, retrieve and forward information.

The advertiser controls the message and Web link sent to a customer and can update messages anytime in real-time. Advertisers also have access to real-time reporting showing volumes of texts, click-throughs and links forwarded to friends. Qtags does not charge the texter to use the service (an individual's mobile phone provider's SMS text messaging rates will apply) and advertisers are charged by volume of keywords texted.

Anyone with a mobile-phone can use qtags, and there is no need to pre-register. The qtags service works with all United States and Canadian mobile carriers, and will go live in Puerto Rico, May 1, 2006.

"The proliferation of advertising via radio, print, television and the Web provides a major challenge for today's marketer," said Ian John, CEO, iMediaCaribbean. "Our business partners and customers look to us to provide ways to help them stand out from the clutter and to better attract, connect and engage with their target audience. Our strategic exclusive partnership with qtags will allow us to provide an innovative service to do that. The qtags service is robust and flexible and because of its "pay for performance" aspect, all size businesses can take advantage of the ability of text-messaging to better connect advertisers with its audience. It's a natural fit for us and our clients."

Allison Gower, qtags co-founder and president, said, "iMedia Caribbean's growing client base and its relationships with advertising agencies and advertisers throughout the Caribbean will provide great visibility for the qtags service."

About qtags

Qtags are currently being used in the United States and Canada by some of the world's most well-known brands, including Hewlett-Packard and Rip Curl, to offer consumers a unique way to remember advertising and to gain more information on the companies and advertisements of interest. The company offers the qtags service to non-profit organizations at no cost. For case studies and more information on how this innovative marketing concept works, visit the company blog at www.allaboutqtags.typepad.com or the company site at www.qtags.com

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