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SnipIT supports Ad-ID™ from promotion to purchase

Agencies and advertisers who use Ad-ID can now track ad response across markets and radio stations

Seattle (May 11, 2009). Hyran Media Services, the provider of SnipIT services announced today that the mobile phone service, SnipIT, plans to integrate with Ad-ID, the advertising asset coding system supported and authorized by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) across all media, and thereby joins the Radio Accountability Initiative . Once integrated, SnipIt can facilitate responses to radio content directly from consumers' cell phones.

“Using a common identifier for an advertising asset from inception to response to purchase is a cornerstone of accountability and measurement of ROI. We are pleased companies, like Hyran Media, see the value of Ad-ID to provide this new capability for radio,” said Harold Geller, SVP, Cross-Industry Workflow at the 4A's.

When Hyran Media President Peter Hartmaier founded the company, he was hoping that such a common labeling system for ads would be available.

“If radio can measure advertising results like or better than online, they can significantly improve their market capitalization and service to their advertisers,” said Hartmaier. “Radio is currently suffering from a lack of metrics that show actual responses. SnipIT will fix that.”

“Ad-ID is the right solution,” continued Hartmaier, “Ad-ID is the UPC code for advertising and we provide the ‘scanners’ at checkout. SnipIT creates measured interaction based on Ad-ID (or other identifiers if the ad has not yet been upgraded to use Ad-ID), and can also pass Ad-ID on to the advertiser Web site allowing complete tracking of an ad, from promotion to purchase. This is the future of advertising, promotion to purchase tracking.”

SnipIT allows listeners to respond to radio content directly from their cell phone. By texting the ad keyword or the station call sign to 764748, the listener is provided with more details about the song or advertiser. The listener can then drill down to access the Web ad Web site, or buy the song. The information can also be e-mailed to the listener. Associated information (i.e., meta data) provided for an ad is easily changed or updated by the advertiser directly via a SnipIT Web site. By using Ad-ID, the advertiser can simply go to the site, update the one entry and immediately have the SnipIT responses for all stations updated. “Implementing Ad-ID may save the radio industry \$80 million dollars per year in data entry costs,” added Harold Geller.

Advertisers also benefit from the superior metrics SnipIT provides for radio campaigns. Mobile phone numbers track user interactions and cannot be deleted like Web site cookies. Most users also retain their mobile numbers when changing carriers. SnipIT offers a unique opportunity to profile users by tying together texting, mobile Web browsing and PC Web browsing habits. User identities remain private.

Radio stations benefit from the data that SnipIT provides about listener preferences. Rankings of inquiries about songs suggest their popularity among listeners. Advertisers similarly benefit by examining the overall response rate to ads as well as how response rates vary during different times of the day.

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About Hyran Media Service

Hyran Media Services is the creator of SnipIT™, a new way to use mobile phones to make radio interactive. SnipIT lets radio listeners interact with radio broadcasts by retrieving song information, buying songs, participating in promotions and contacting advertisers. We focus on adding the capabilities of mobile technology and online metrics to the social community that is radio. Visit us online at www.HyranMedia.com and www.snipit.com

About Ad-ID

Ad-ID is a Web-based system accessible 24/7 worldwide that generates a unique identifying code for each advertising asset, creating a capability to identify them across all media. Using Ad-ID, and promoting the use of its Web services, greatly improves workflow between agency, advertiser, distributor and medium.

Developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers, Inc. (ANA), Ad-ID upgrades the previous ISCI commercial coding system and replaces other methods used to identify advertising assets. Ad-ID is the industry standard identifier for all forms of media. For more information, visit www.Ad-ID.org.