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Ascend Integrated Media partners with Moblico to provide sophisticated text messaging and text couponing services for clients

Overland Park, KS —February 17, 2010 — Ascend Integrated Media has signed an agreement with Moblico, a provider of integrated mobile offerings that support and extend customer relationships, to offer mobile promotions and couponing capabilities for its corporate, non profit and association custom media clientele.

Providing content communication between its clients and their customers is what Ascend Integrated Media has been doing for 27 years. Partnering with Moblico offers Ascend an opportunity to provide clients with a new channel of communication that allows direct marketing of information in a manner their customers currently prefer, through mobile phones. These new channels include sponsored text messages and mobile coupons. Moblico will be aiding Ascend in providing immediate interaction as well as specialized targeted content delivery to an ever expanding mobile audience. Moblico's mobile couponing technology allows Ascend to provide an additional revenue opportunity for their clients. Additionally, it is an effective way to drive increased customer traffic to a business, web site or trade show booth. This new partnership will strengthen Ascend's content distribution strategy in support of their diversified client base including association and industry clients in market sectors covering healthcare, gift, fashion, home décor, fishing, automotive, trucking and mining, as well as major charitable organizations and Fortune 500 companies.

When asked about the partnership Ascend's CEO, Cam Bishop stated, "Moblico is on the cutting edge of mobile technology. Moblico's technical infra-structure and systems create tremendous flexibility in order to broadcast highly effective advertiser-sponsored SMS messages to a targeted audience. Plus, their mobile couponing capability is an amazing marketing tool that's very user-friendly to manage as well as for the recipient to redeem."

"We are excited to be supporting Ascend's efforts in providing further value to its customers," said Pierre Barbeau, CEO of Moblico. "Media publishers benefit from our mobile business solutions on a number of levels, particularly in their ability to broaden the reach of their content, create an interactive component to print media, and track effectiveness with comprehensive analytics. This enables them to gain strong insight into who their customers are, as well as what they are and are not responding to. We are looking forward to the success Ascend's customers will experience."

This partnership will allow Ascend to broaden its already comprehensive offerings to their varied list of clients. Bishop remarked that "These feature-rich mobile services will be tremendous new communication and revenue tools for our association and event clients, as well as for advertisers seeking to generate new product buzz and booth traffic to maximize their exhibit investment."

About Ascend Integrated Media - Ascend Integrated Media is a custom media company. Established in 1982 in Overland Park, Kansas, Ascend's portfolio of clients and their communication objectives are diverse and reflect a broad array of American commerce. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company's highly skilled team of media professionals engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. As a result of its strength in media sales, Ascend often turns what would be an expense into a profit center through cost reduction and the sale of both print and digital advertising and sponsorships. Ascend's suite of fully integrated products and services include print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held

device application development, as well as social media account management (such as Twitter and Facebook) and targeted text and text couponing services.

About Moblico

Moblico enables companies to effectively acquire, retain, transact and support customers with mobile technologies. Through Moblico's complete mobile solutions network that moves way beyond basic SMS promotions, organizations are able to engage in long-term, continual interaction with target audiences, fostering deeper and more personalized relationships that inspire loyalty. To learn more about Moblico, visit www.moblico.com or text Moblico Info to 32075. To follow Moblico on Facebook and LinkedIn, search Moblico, for Twitter @Moblico.