



SMS MARKETING

SMS GIVING

SMS GATEWAY

SUMOTEXT, Inc.

10825 Financial Centre Parkway

Suite 123

Little Rock, AR 72211

1-800-480-1248

www.sumotext.com



SUMOTEXT is a short code application provider and one of six companies certified by the Mobile Giving Foundation. Our diverse roster of over 300 marketers, brands, and agencies leverage our SMS gateway and campaign management tools to activate their offline media, spark mobile conversations, and collect data by engaging their most valued customers and constituents on their mobile device via text messaging.

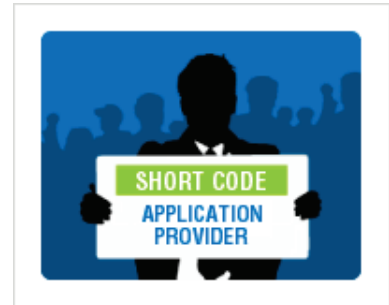
ABOUT US

In the ecosystem of mobile marketing, SUMOTEXT is a [Short Code Application Provider](#).

Our 'ready-to-go' platform and tools allows marketers to fully control keywords on short codes and configure highly interactive SMS campaigns and message flows that identify, attract, profile, and reward their most valued customers.

Not just for marketers, organizational leaders also recognize that no other channel offers the immediate or ubiquitous reach of a text message alert.

Our powerful keyword and group management controls streamline communications to increase attendance and participation while keeping dispersed groups of employees, stakeholders and volunteers organized, informed, and motivated.



OUR FOCUS

Though mobile marketing can be a fun tool to excite a brand's image and engage consumers, we're focused on solutions that increase our client's conversions and sales, reduce customer service costs, and move the needle for business unit leaders with P&L responsibility.

We provide 3 primary services to marketers, brands, non-profits, and their agency partners:

SMS MARKETING

Most SUMOTEXT clients control their SMS marketing programs via our self-service campaign management tools. This online platform includes dashboards, reporting matrixes, and robust modes and templates that control subscriber opt-in and opt-out, as well as the myriad of SMS message flows that a consumer can initiate such as auto-responders, polls, contests, surveys, and data collection questions designed to build user profiles for targeted marketing.

SMS GIVING

SUMOTEXT is 1 of 6 mobile marketing companies certified by the [Mobile Giving Foundation](#) (MGF) to provide Text-2-Give services to qualifying 501(c)(3) organizations. With Text-2-Give keywords, donors can send a text message to a short code and confirm to have a **\$5** or **\$10** donation applied to their mobile phone bill. The MGF receives these funds directly from the wireless carriers and distributes 100% of the collected funds directly to the recipient charity.

SMS GATEWAY

The SUMOTEXT SMS Gateway enables our clients to send and receive 2-way SMS transactions from within their own applications via simple API's and custom web services. In the U.S. and Canada, text messages are sent and received over dedicated common short codes (5 or 6 digit abbreviated phone numbers). SUMOTEXT can also provide international coverage to 750+ operators in 200+ countries.

OUR AWARDS



"In the world of text message marketing services, SUMOTEXT is the resident heavyweight. This product shows its strength in its extensive feature set and reporting capabilities, which enable you to win the attention of your consumers and open up two-way communication. You will be hard-pressed to find an SMS marketing service that will so effectively augment your marketing strategies, which is why we are pleased to give this service our TopTenREVIEWS Gold Award."



As a text message marketing service, SUMOTEXT goes above and beyond in creating a solution to help any business improve communication with their customers. We found the interface intuitive and comprehensive in scope, allowing us to easily create texting campaigns while at the same time enabling us to monitor real-time results of current conversations taking place. Whether you want to send out coupon codes, polls, auto-responders or open up conversation with a simple text, this service will easily suit your needs.

TopTenReviews.com - [Text Message Marketing Review 2011](#)

OUR REACH AND RELIABILITY

Our proprietary platform sends over 100 messages per second and connects to every major wireless carrier in the U.S that accepts standard rated short codes including **AT&T, Verizon, T-Mobile, Sprint, US Cellular, Virgin Mobile,** and **Metro PCS.**

We also provide connections to over 30 regional wireless carriers including Cricket, ACS Wireless, All West Wireless, Bluegrass, Boost USA, Cambridge Telecom, Cellcom, Cellular South, Centennial, Cincinnati Bell, Dobson, Cellular One of East Central Illinois, Appalachian Wireless, Farmer's Mutual Telephone Company, General Communications, Golden State Cellular, PC Management, Inland Cellular, Illinois Valley Cellular, Nex-Tech Wireless, Nextel, Nucla-Naturita, nTelos, Revol, Silver Star PCS (Gold Star), Snake River PCS, South Central, Syringa, Thumb Cellular, UBET Wireless, Unicel, United Wireless, and West Central Wireless.

OUR CLIENTS

Our diverse roster of over 300 clients include the Pepsi Bottling Group, AAA Insurance, L'Oreal USA, Cadillac, BoyzIIMen, Trump Network, Quest Diagnostics, Procter & Gamble, New York Racing Association, Los Angeles Newspaper Group, Heifer International, French Culinary Institute, Tanger Outlet Malls, Maps.com, Westside Rentals, Pyramid Foods, Automotive Broadcast Network, Worldwide Golf, Econolube, Florida Fish & Wildlife Commission, Verizon Arena, Callture, Fitness Quest, Randall-Reilly Publishing, FAMSA, Trinity Broadcasting Network, and many others.

In addition, [Neustar](#) and the [Common Short Code Administration](#) host their own short codes on the SUMOTEXT platform and use our campaign management tools to demonstrate the power of common short codes to the mobile marketing industry.

BASIC PLATFORM FEATURES

BASIC MODES AND RESPONSE FEATURES	
Text-2-Join	Keywords that build opt-in databases and provide compliant opt-in confirmations
Text-4-Info	Keyword that reply with info without an opt-in confirmation - e.g. coupon or link
Text-2-Vote	SMS poll question that asks a user to respond "A", "B", "C", or "D"
Text-2-Win	A system that replies with "winner" and "loser" notifications based on odds of winning
Text-4-Survey	A series of smart (responses determine questions) poll questions (Text: SURVEY To: 84700)
Text-2- Chat	Initiate and track 2-way SMS conversation over a short code
Text-2-Give	Keywords configured for non-profits to add \$5 or \$10 donations to a consumer's phone bill.
Auto-Campaigns	Configurable message flows that automatically follow a subscriber opt-in or request for info
Sticky Sessions	Reply to a query with a question that asks for a random answer on a shared code
Personalization Tokens	Including dynamic variables (dates and profile elements) to personalize a message.
SCHEDULING A MESSAGE	
Message Scheduler	Scheduling an alert for a future date, time, and time zone
Recurring Alerts	Schedule a message to recur daily, weekly, or monthly.
Copy Messages	The ability to copy (then edit) old 'Sent' messages from scheduled message history
Sticky Polls	Schedule a message that asks a question where the response may be random on a shared code
2-Part message	Send a 320 character text message which the system splits into message (1/2) and (2/2)
Targeted Messaging	Scheduling a campaign message to 'ALL', 'GROUPS', or 'INDIVIDUALS'
Cross-Keyword Send	The ability to send a single message across multiple keywords
Cross-Keyword De-Dupe	Removes duplicate recipient records when a message is scheduled across multiple keywords
Personalization Tokens	Including dynamic variables (dates and profile elements) to personalize a message.
Field Alerts	Schedule a message to 'ALL' or any 'Group' - remotely via SMS from an authenticated phone
ORGANIZING SUBSCRIBERS	
Grouping	Creating custom distribution groups within a keyword's subscriber database
Query Builder	WYSIWYG SQL query builder that organize subscribers into groups
Auto-Grouping	Auto-organize subscribers into groups (from web forms, polls, sticky sessions, or giving TXN's)
Web Forms	Configurable web forms and widgets that collect user profile data online via browsers
WAP Sites	Configurable mobile web sites to link subscribers to pictures and media
Find Subscriber	Search and find a mobile number and view full message thread history
Alias Keywords	Create and 'catch' alternate spellings and phrases and associate that with the actual keyword
Auto-Profiling	Auto-store subscriber data from polls, sticky sessions, and mobile giving TXN's
Facebook Tabs	Custom Tabs installed on Facebook Fan pages that collect profiles and opt-ins
BASIC PERMISSIONS, INTEGRATION, AND REPORTS	
User Permissions	Limited credentials and permissions assigned to non-primary account users
Sub-Accounts	Accounts associated with a primary billing account
Dashboard	Consolidated views of vital account, user, and keyword summary via Dials, Graphs, and Charts
Cross-Keyword Views	Report grids that show a consolidated view across keywords (and filtered by account)
Reporting Engine	Highly advanced, cross-keyword, custom reporting engine (for ALL data and transactions)
Export	Report grids that allow users to export as XLS or XML (TXN's, Subscribers, Reports, etc.)
API's and Web Services	Configurable API's and web services to integrate external data sources and 3rd party apps

OUR LEADERSHIP

Timothy Miller, President & CEO

Tim's career began with EDS Corporation where he completed the Systems Engineer Development (SED) program and later transferred to the Electronic Commerce Division in Plano, TX. With EDS, Tim led the implementation of the industry's first electronic bill presentment and payment (EBPP) solutions that included MCI/Worldcom. In 1999 Tim was hired by IBM to build an EBPP National Practice in New York. Tim was on point as his teams successfully sold and implemented over 60 complex EBPP projects around the globe to the world's largest financial services, telcos, and public utilities. In 2007 Tim Miller and Mason Woods co-founded SUMOTEXT Corporation. Tim has a B.B.A. from the University of Arkansas at Little Rock.

Mason Woods, Chief Technical Officer

Born and raised in New York City, Mason pursued his education out west where he graduated from California State University with National Honors and returned to New York in 1989 to begin his technical career with Mitsubishi Bank. In 1995 Mason started his own boutique software development firm and has since written dozens of mission critical applications still in use today at companies like McKinsey & Co., Merrill Lynch, Bankers Trust, The EMMY Awards, PDM, Johnson & Higgins, and Archery Capital. Mason is responsible for the company's technology and product architecture while leading the development of the company's services platform.

Randy Atkisson, VP of Sales and Business Development

Randy is a mobile marketing industry veteran with over 20 years of experience in both buy-side and sell-side advertising and media. Randy is a frequent guest speaker and industry panelist on activating offline media to increase response rates and has developed highly integrate mobile strategies for companies such as MGM Resorts International, CondeNast, Tribune, Nissan, Harrah's, General Motors, and Anheuser Busch. Randy provides leadership to the SUMOTEXT sales, business development, and client services teams while providing complimentary consulting and advisory services to our clients and prospects.

Steve Bova, Advisor

Steve Bova provides strategy and operational consulting while providing oversight for the SUMOTEXT management team. Steve is a partner in Clark Bova Group, a management consulting firm he co-founded with General Wesley Clark (Ret.). From 2000 until 2008, Bova was CEO of Technisource, Inc. Prior to that he held other executive positions, including President of the Global Banking Division of EDS Corporation, President of both the Global Financial Division and Telecommunications Division of ALLTEL Information Services (now Fidelity Information Services), and Chief Information Officer for the Asia Division of Bank of America based in Hong Kong. Bova served fifteen years as an advisory board member at THUNDERBIRD Graduate School of International Business.

Dathan Gaskill, Advisor

Dathan Gaskill provides SUMOTEXT corporate governance reviews and outsourced corporate finance services as he develops and tracks operational and performance metrics. Dathan's 30 year career includes over 10 years with Acxiom Corporation, a \$1.4 billion public company where he was the Treasurer and Head of Corporate Finance. At Acxiom, Dathan was responsible for M&A, investor relations, and investment banking which included nine commercial transactions, a \$700 million stock buy-back, and the closing of seven acquisitions. Prior to Acxiom, Dathan spent 12 years with Stephens, Inc where he was the senior analyst responsible for the information technology, telecommunications, and software industries. Dathan has a B.S. Computer Science and an M.B.A. in Finance from the University of Arkansas at Little Rock and has served on the boards of Sterne, Agee & Leach, Inc., Bigfoot International, and USADATA, Inc.