

FANS GET CLOSER TO GIRLS ALOUD WITH G8WAVE Blink TV brings SMS to screens at shows

Blink TV, the world's leading supplier of video screens and production services to the music industry, has teamed up with mobile marketing experts g8wave to give *Girls Aloud* fans the chance to meet their idols.

The band's Out of Control tour, which opened in Manchester on April 24th, features a stunning mix of screen visuals produced by Blink and aimed at enhancing the concert goers' experience.

And, as part of the pre-show build-up, fans will see a short film inviting them to text in their details to win a VIP trip to Wembley Stadium to meet the girls when they support Coldplay in September.

Bill Lord, Blink TV's CEO said:

"With their Live Text service, g8wave have given us the means to interact directly with the audience, allowing the fans to engage with the experience before the show even begins.

From a commercial point of view, the revenue and database potential from this text activity, along with that generated by our highly-targeted advertising, will go towards subsidising our clients' costs. "

Mark Challinor, g8wave's Managing Director, added:

"The concert environment is perfect for this kind of activity - as we're all aware, mobiles are now ubiquitous in concert venues.

By offering fans a quick and easy method of winning a relevant "money-can't buy" prize – particularly in such a visually arresting way – means that the response levels will be substantial, and the revenue generated will benefit Blink's unique business model."

Blink TV is the latest addition to g8wave's portfolio of mobile marketing clients which includes the likes of the Johnston Press Group, Showcase Cinemas, HELLO! Magazine, and Toni & Guy to name but a few.

For more information or to arrange an interview, please contact Simon Judges on 020 7619 8831 / 07870 670416 or on simon@g8wave.co.uk

Note to editors:

g8wave is an integrated mobile media company with offices in London and Boston and was created by the 40-year-old Phoenix Media / Communications Group, an entrepreneurial, converged media organization, based in Boston, with interests in publishing, radio, printing, Internet, audiotext and mobile.

One of the first companies to be granted direct gateway relationships with the UK's mobile carriers, g8wave leads the way in the planning, creation, and execution of effective mobile marketing campaigns, branded community applications and content distribution strategies with extensive expertise in the media, music and entertainment industries.

The company currently provides mobile solutions to a wide range of media and consumer brands including Associated Newspapers, GMG Radio, Johnston Press, Metallica, Showcase Cinemas, Hello! Magazine, Toni and Guy, Friday Ad, the Kent Messenger Group, and many others.