

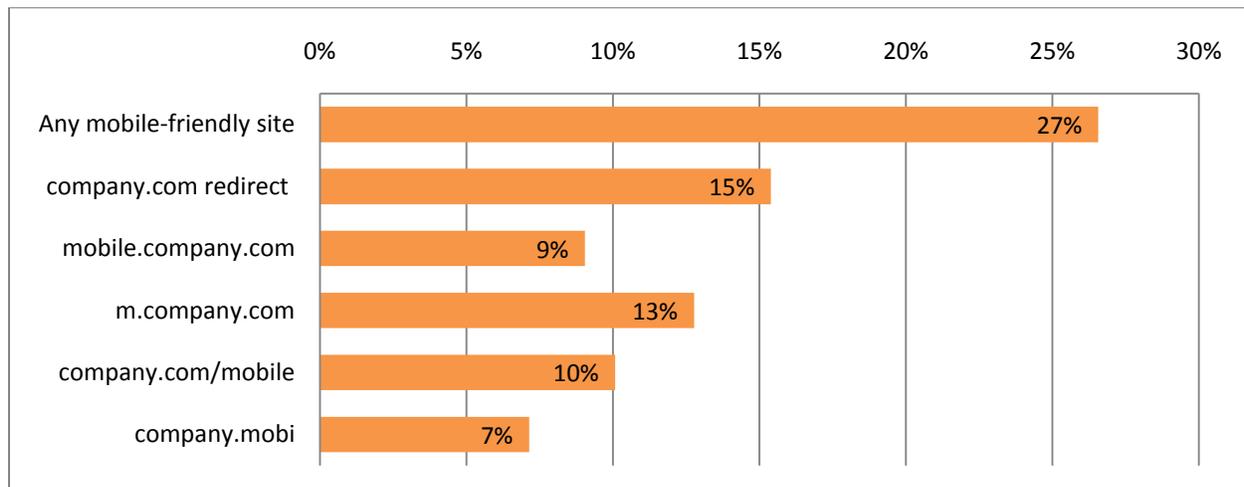
Mobile Web Survey

April 2010

Mobile marketing encompasses a wide array of technologies and channels : apps, websites, text messaging, and advertising. Circle44 Mobile's web survey, focuses on the websites specifically designed for the mobile handset.

April was an active month within the mobile web space with a 4.5% increase in the number of surveyed sites with a mobile version. The greatest area of growth came from companies properly redirecting their main home page to their mobile site. The growth of over 7% is a strong move in the right direction for the industry.

This month we are revisiting the restaurant and travel industries and we've expanded the format of the survey to include industry charts from previous months, updated with April data.



INDUSTRY SURVEY

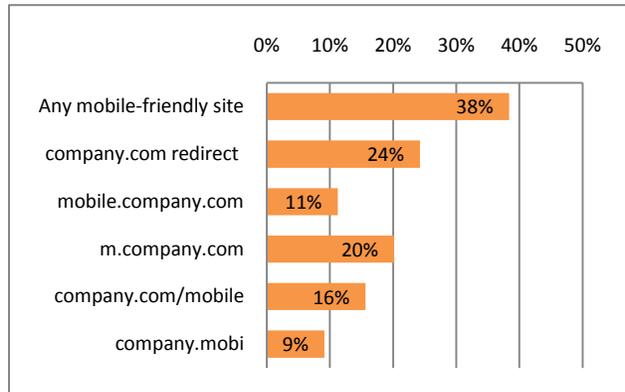
WHAT'S CHANGED?

Many of the US top brands have joined the mobile web world this month, including Dave & Buster's and California Pizza Kitchen. The Dave & Buster's locator website provides one-click access to their locations by city/state, zip code or simply by clicking a state. Each location has hours, specials, directions and the facility's features. California Pizza Kitchen includes their full menu, a restaurant locator, and an easy way to view their full website.

The use of .mobi as an extension for domain names has not taken off when it comes to ways to access a website. During April, only two domains in the survey, Public Storage and Allianz, added .mobi domains during this month.

TOP US BRANDS

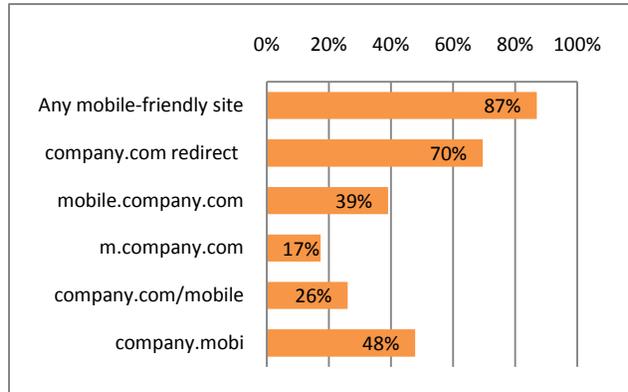
For the month of April, the top 1000 US brands saw a two percent growth overall. New launches from the Principal Financial Group and Public Storage, along with a hints that something new is coming from Wrigley 5 chewing gum and Levi's were notable this month. Among the top 100 US brands in the survey, 52 of them have mobile websites, and almost 75% of these have home page redirects.



INDUSTRY SURVEY

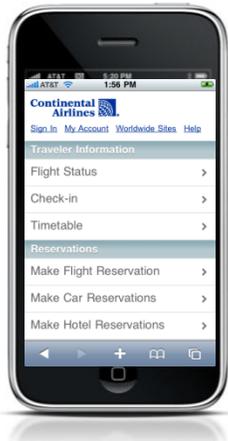
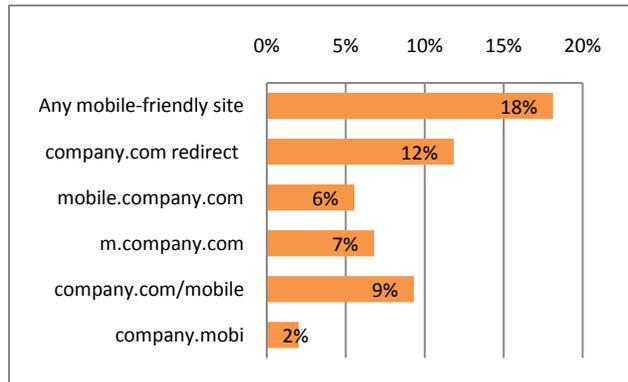
TRAVEL

In the inaugural edition of the Circle44 Mobile survey, we looked at the US travel industry, analyzing the major travel providers including airlines, rental car companies and hotels. Already one of the most mobile segments in the survey, the most notable change since January is the increase in the companies redirecting from their home page to their mobile website.



RESTAURANTS

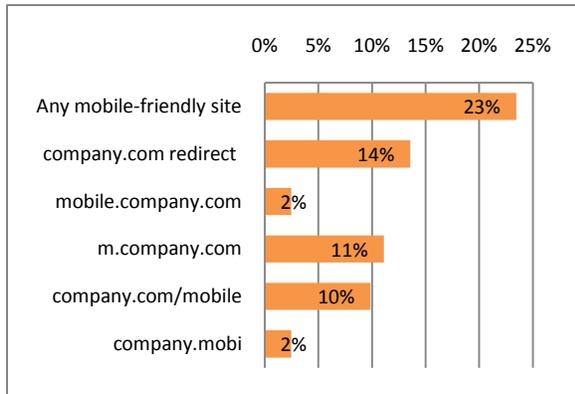
The US restaurant industry is making tremendous strides to catch up with the ever growing mobile public. Last month we noted that J. Alexander's and Rib Crib added mobile sites, and in April, in addition to CPK, Potbelly Sandwich Shop, Charley's Grilled Subs and the Corner Bakery Café all created new mobile websites. If you are looking for a restaurant, you are probably away from home, so mobile restaurant sites will only continue to grow in number.



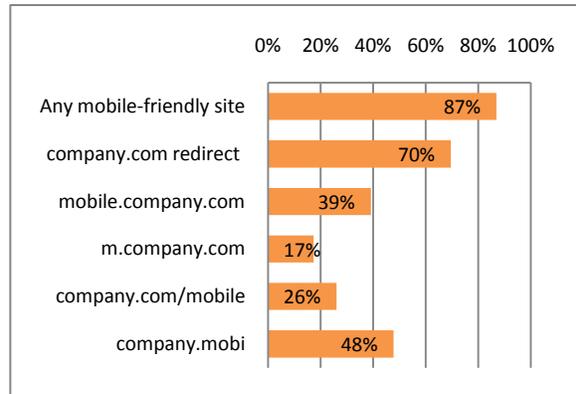
INDUSTRY SURVEY

Starting this month, each Circle44 Mobile survey will include not only the highlighted industries that are featured each month, but also updated data on all previously featured industries.

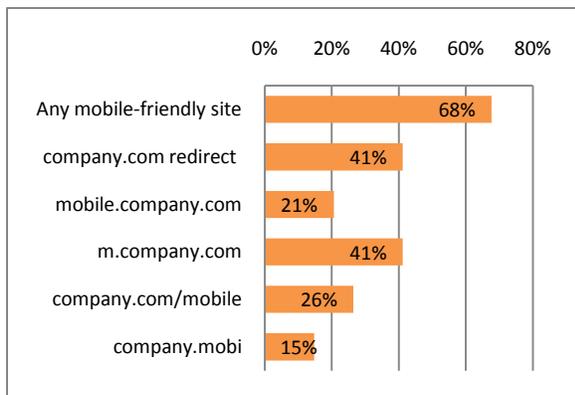
FOOD AND BEVERAGE



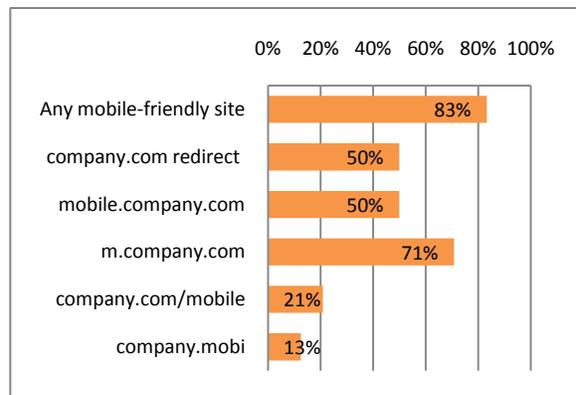
RETAILERS



AUTOMOTIVE



NEWSPAPERS



METHODOLOGY

The April 2010 Circle44 Mobile survey was conducted during the final week of March 2009. All data was collected based on the experience of an iPhone user visiting the selected websites. The 1700 US brands used came from a variety of sources including BrandWeek, Restaurant and Institutions Magazine, and Wikipedia. Top brand lists were based on the best available data at the time of the survey. To create the best equity possible, brands that were created with staggered release timing, such as movies and video games, were not included in the survey.

The main domain for each brand, as reported by a Yahoo search, was examined through five versions: the domain itself, mobile.domain.com, m.domain.com, domain.com/mobile and domain.mobi. The resulting page was analyzed to determine if it was in fact a mobile-friendly web page. For the purposes of this survey, mobile-friendly is defined as a site designed specifically for a smaller screen, less than 640x480.

ABOUT CIRCLE44 MOBILE

Circle44 Mobile, a unit of DigiKnow, is a mobile marketing agency that develops campaigns, systems and tools to connect people with clients' ideas and products through mobile technologies. We are experts in knowing their customers and how these customers use technology. Equally important, we are experts in knowing how to use creativity to leverage insights and in how to deliver the technologies to exploit them.

Often referred to as the third-screen, mobile phones, and more specifically smart phones, have already become a part of our everyday lives. Circle44 believes that this expansion will continue to the point that Internet-enabled phones will be the only kind of phones the next generation of consumers will ever know. Because of this, Circle44 is continually learning and adjusting its digital marketing recommendations to meet ever-changing market. From mobile web, to applications, from text-messaging to mobile advertising, we know the mobile space and how it can be engaged for client success.