

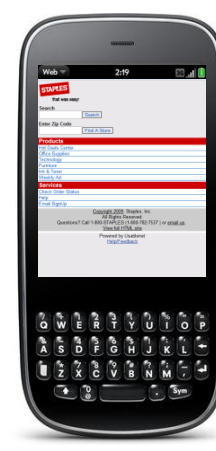
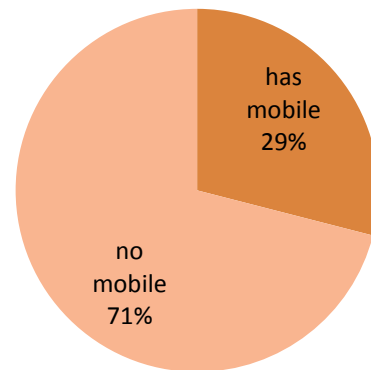
Mobile Web Survey

July 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.

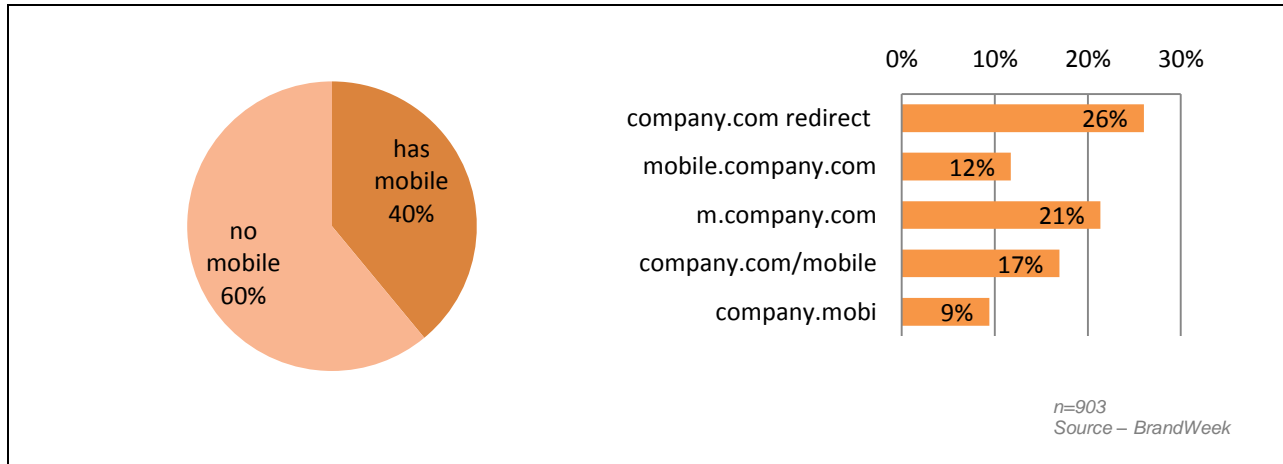
WHAT'S CHANGED?

As with last month, Retailers again saw this biggest gain in mobile this month, with a 3% increase in mobile sites. Some of the notable site launches within the last month were Home Depot, Staples, and Gillette Fusion. The Home Depot site, as well as a new site from Bloomingdale's, both features the ability to shop for products online. The sites for Gillette Fusion and Staples both feature detailed product information, but offer no ability to purchase products online. Other new sites this month come from restaurants Longhorn Steakhouse and The Capital Grille—both offer online menus, restaurant locators, and contact options.

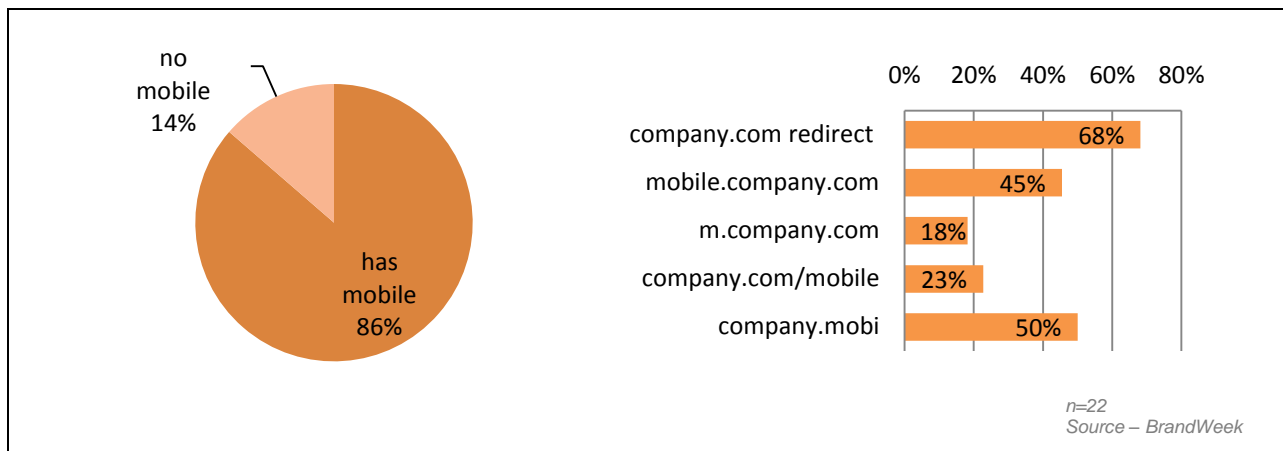


INDUSTRY SURVEY

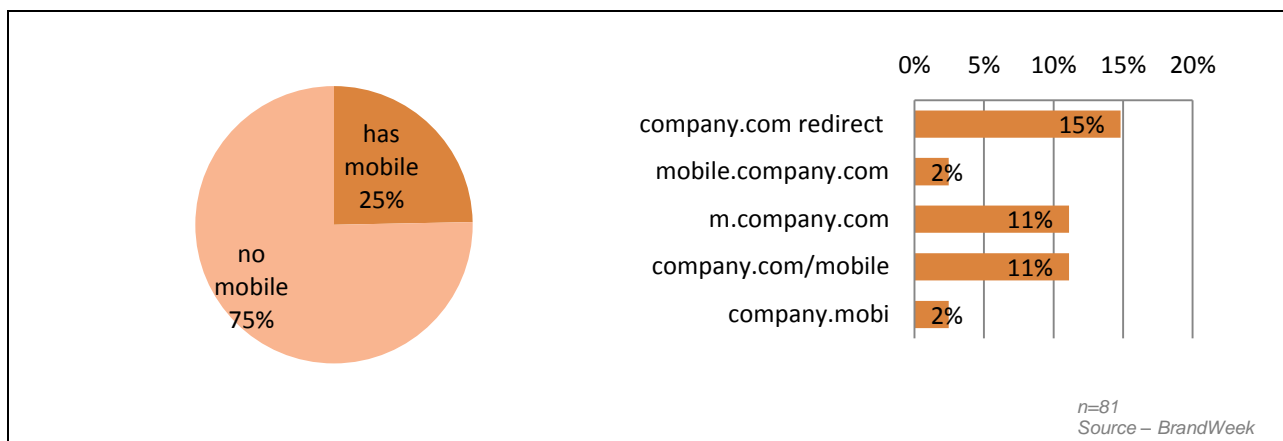
TOP 1000 US BRANDS



TRAVEL INDUSTRY

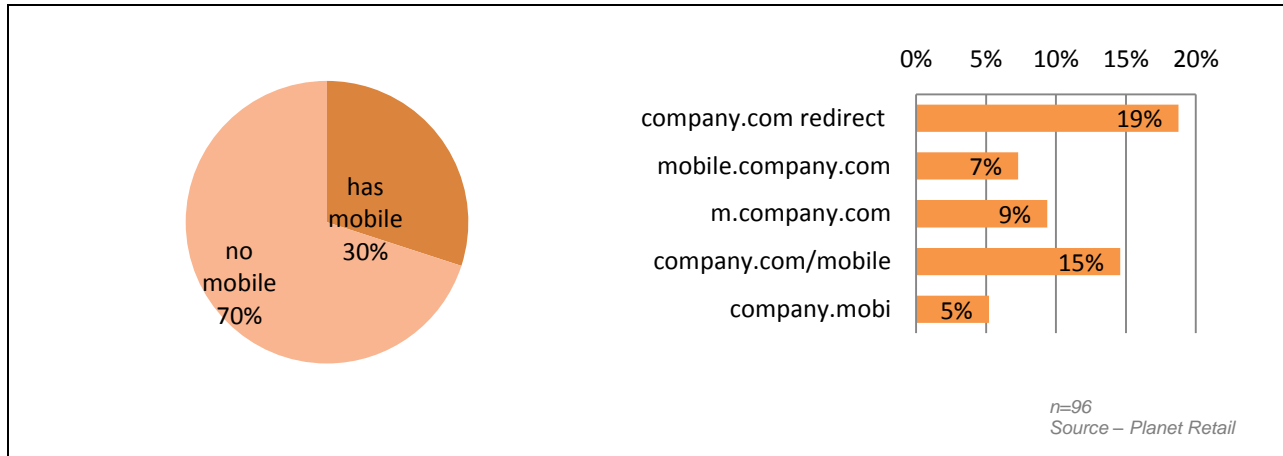


FOOD & BEVERAGE

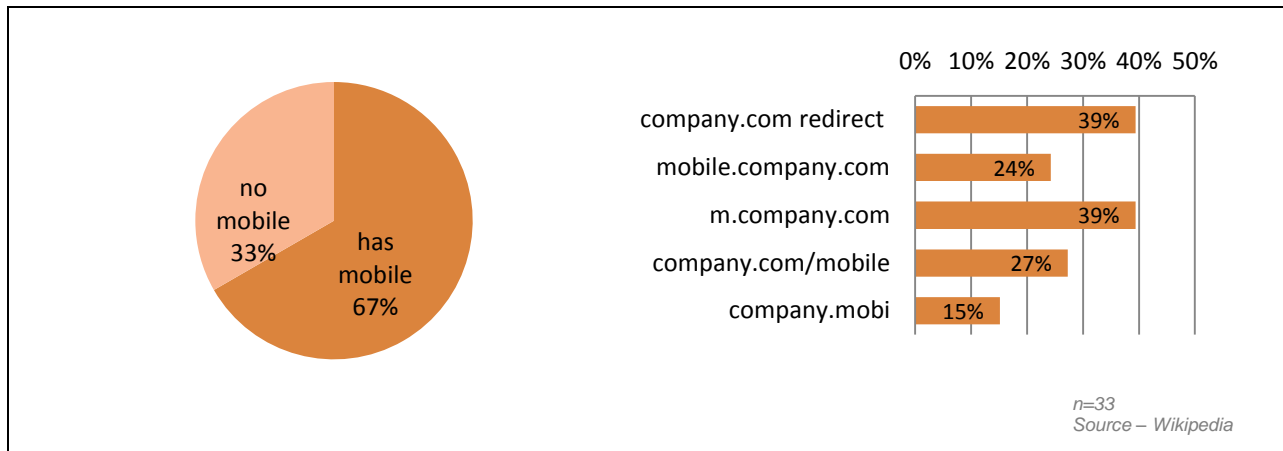


INDUSTRY SURVEY

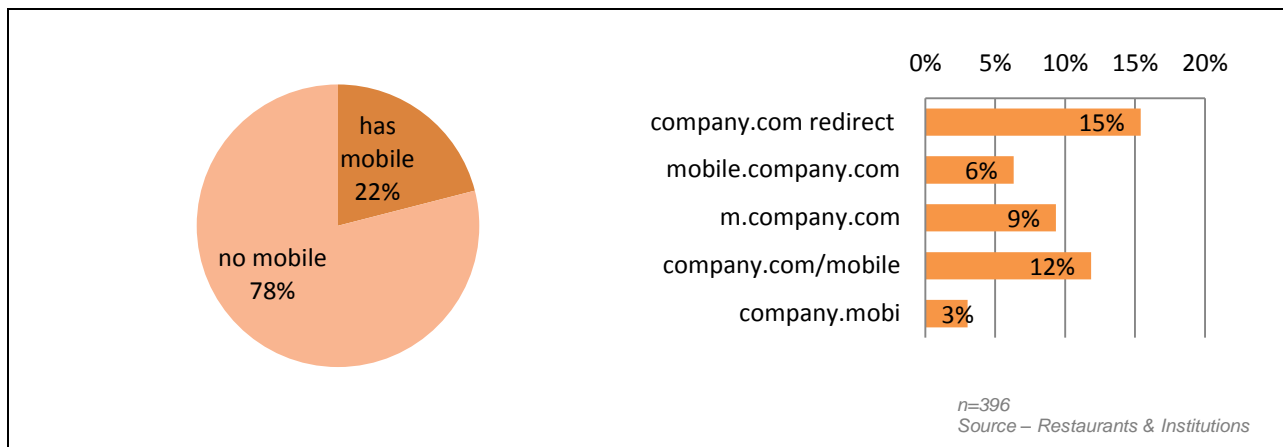
RETAILERS



AUTOMOTIVE INDUSTRY



RESTAURANTS



METHODOLOGY

The July 2010 Circle44 Mobile survey was conducted during the first week of July 2010. All data was collected based on the experience of an iPhone user visiting the selected websites. 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. We believe 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. 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.

