



FOR IMMEDIATE RELEASE

ccAdvertising to Harvest Over 10,000,000 Mobile Phones with Email Appends from Voter Files Nationwide in 2010

Washington, D.C. – Tuesday, September 28, 2010 – ccAdvertising announced today that it has harvested over **6,500,000 mobile phones** with email appends from voter files in over 30 states nationwide, working to have all 50 states analyzed and an estimated **10,000,000** Mobile Phone Channel voter records warehoused and available for client use by October 15, 2010.

“The Mobile Phone Channel in a voter file, or MPC in short, are mobile phone numbers listed in the voter file, which ccAdvertising appends an email address to,” said Gabriel S Joseph III, ccAdvertising President. “We can then communicate with the mobile phone by calling them or uniquely sending an Email to Text (ETT) message.

California, Florida, Texas and New York are the initial states we targeted for the Mobile Phone Channel (MPC) communication via our Email to Text (ETT) process during 2010,” said Joseph. “As we analyzed voter files, we found that in states like **Louisiana** (274,884 mobile phone numbers, representing 17.41% of the voter file phones) and **Colorado** (418,051 mobile phone numbers, representing 26.60% of the voter file phones) the MPC was a huge percentage of the Voter File and would have a greater impact on the pending elections in every state.

This is especially true since the MPC of a Voter File allows ccAdvertising to target the mobile phones for clients in a very customizable way, either broadly by State, District, or Party ID, or very specifically by Voter history, Precinct, or even specific streets,” Joseph continued.

“ccAdvertising also maintains a much larger database of mobile phone numbers that clients can use to reach the targeted MPC. As part of the identification and warehousing process, ccAdvertising has already communicated with 1.5 million mobile phones in New Hampshire and 3.5 million in Iowa.

Our ETT process was developed and deployed for **Members of Congress** as part of their **Franking programs** this past year. The process allows ccAdvertising to cost effectively send emails that have links to videos, commercials, phone numbers or just deliver ‘Opt-In’, voter turnout and GOTV messages right to the mobile phone of the voter. Unlike other established media, designed to communicate to voters in their home, District or State, the MPC/ETT process allows our clients to deliver customized Email to Text messages directly to the voters wherever they are,” added Joseph.

“We believe that the rise of smart phones makes the ETT process, combined with ccAdvertising’s databases, the most effective new media technology available this election cycle,” said Joseph. “Clients can **own** the MPC for \$0.15 per record (including the first ETT) or **rent** the MPC and send an ETT for \$0.08 per use,” Joseph concluded.

About ccAdvertising – ccAdvertising is a privately-held, database company headquartered in Northern Virginia, which utilizes unique and proprietary technology. Our Artificial Intelligence Call (AIC), MPC and ETT systems allow ccAdvertising to obtain self-identified and Opt-In data for its clients. ccAdvertising complies with all applicable laws and regulations.

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