



FOR IMMEDIATE RELEASE

Contact: 1-404-924-6854  
adod@whoop.com

## Georgia Tech Athletic Department Shoots and Scores with Whoop® *Institute Signs Subscription Agreement for Unlimited Use of Whoop Mobile Publishing Platform*

ATLANTA – February 25, 2010 – Fresh off its launch of a Football and Basketball mobile app in December, Georgia Tech’s Athletic Department has signed a subscription agreement with Whoop® for access to, and unlimited use of, Whoop’s web-based mobile application platform. As the world’s first Software as a Service company dedicated to cross platform mobile apps and channels, Whoop will enable Georgia Tech’s sports information professionals to easily produce and publish rich media mobile apps that will run on virtually any mobile device. Georgia Tech’s first mobile app offers up-to-the-minute live updates of games, news feeds, team and player statistics, schedules, audio and video highlights, and links to ticket sales. There’s also direct access to Athletic Director Dan Radakovich’s “The Good Word” blog.

“We performed an initial test last month of a mobile app for football and basketball and were very pleased with the results,” said Wayne Hogan, associate athletic director for public relations. “We received a lot of great feedback from our fans and students across the Tech family, and we intend to integrate this feedback into our future app production and deployment efforts.”

“Like Georgia Tech, we were pleased to watch their app adoption ticker rise, even with little fanfare or widespread marketing,” said Jeff Wilson, executive vice president of sales and marketing for Whoop. “We see big successes ahead for Georgia Tech in the mobile space and are pleased it chose us as its partner.”

Georgia Tech’s initial mobile app was built in the Whoop Creative Studio, a web-based platform that’s as easy to use as PowerPoint. In opening up mobile app creation to non-developers, Whoop makes it simple for schools, companies, agencies and organizations to produce and publish their own mobile channels, quickly and affordably.

To download the Georgia Tech’s initial mobile app, text the word “Jackets” to 53000 and follow the instructions. Standard messaging rates apply.

**About Whoop.** Whoop is the easiest, fastest and most affordable way to produce and publish rich mobile applications that run on virtually any mobile device. Whoop’s unique do-it-yourself web-based studio environment gives enterprises complete, unfettered mobile channel control, reduces app production costs by up to 90%, exponentially expands app scalability and discoverability, and substantially enhances end user engagements. For more information, call +1-877-88Whoop or visit [www.whoop.com](http://www.whoop.com).

###