



Whoop Shows Companies How to Get Rich Quick

New Mobile Content Trial for Companies, Agencies and Publishers

ATLANTA – September 23, 2008 – Whoop, Inc. announced today the Whoop Get Rich Quick trial for companies, agencies and publishers to experience firsthand the world of rich media mobile initiatives.

“Companies and their marketing agencies want to take a walk-before-running approach in the rich media mobile arena,” said Andrew Dod, SVP of marketing for Whoop. “While many have implemented SMS/text initiatives, only a small percentage have executed mobile initiatives with rich media, such as video or audio. The Get Rich Quick trial was conceived to give companies a simple way to explore the broad array of possibilities in rich mobile media.”

By joining the Whoop Get Rich Quick mobile trial, companies get:

- Expert mobile initiative counsel;
- Creative mobile ideas for content and applications;
- A rich media mobile web site and downloadable rich media application;
- An SMS/text initiative component;
- Cross-carrier and device testing and quality assurance;
- Rich media hosting and management for 30 days;
- Up to 5,000 SMS/text messages; and
- Informative dashboard access and analytics.

Whoop has a Software as a Service (SaaS) platform (Whoop Engine) with associated thin-client software that addresses the technology issues that have inhibited mobile initiatives. As a hosted application, Whoop serves as a Web destination where subscribers can create and share rich media mobile applications, Mobile Web sites, and text communications. On mobile devices, the Whoop Agent (thin client) is a mobile translator, interpreting content and rendering it with optimization for the device on which it’s running. Ideal for mobile marketing, mobile entertainment, mobile communications, mobile commerce and mobile social networking, Whoop can reach billions of mobile phones on every network.

The Get Rich Quick trial is \$7,500. Interested companies can get full details of the offer by calling +1-877-88Whoop.

About Whoop. Delivered via a Web-based platform, Whoop makes it easy for everyone to create, publish and share text, mobile content or rich media to virtually every mobile device. Customers include large and mid-tier companies, publishers, ad agencies, PR firms, interactive studios and direct marketing agencies. Whoop has operations in the U.S., Europe and South America. For more information, call +1-877-88Whoop or visit www.whoopmobile.com.