



PRESS RELEASE

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Blaze Mobile and Tetherball offer a revolutionary mobile loyalty and payments solution for your mobile phone

Berkeley, CA.,— December 15, 2009 – Blaze Mobile and Tetherball today announced that they will provide consumers the ability to not only redeem mobile rewards and coupons, but also to pay for their purchase using their mobile phone.

“The mobile coupon and rewards solution that Tetherball provides is a great catalyst for getting consumers into the store and the contactless payment solution that Blaze Mobile provides a simple and convenient way for customers to pay for their purchases. We are excited about this partnership with Tetherball and believe that this integrated solution delivers a seamless and pleasing consumer experience,” said Michelle Fisher CEO of Blaze Mobile.

Loyalty members can receive offers from Tetherball on their mobile phone from retailers like Dairy Queen and others. To redeem the offer, the consumer simply holds their cell phone, with the Blaze Sticker on the back of the phone, near the POS device at the check out stand. Once the offer is validated in real-time, the consumer holds their cell phone near the POS device once again to pay for their purchase.

We are thrilled that Blaze Mobile will include the Tetherball Rewards loyalty application on their platform,” said Scott Yancey, CEO, Tetherball “Now consumers can participate in a mobile loyalty program and make payment with one mobile device.”

About Tetherball

Tetherball, a leading edge mobile marketing applications service provider, offers a different approach to digital relationship marketing by "tethering" brands to target audiences through their mobile devices. Tetherball programs increase revenue, improve profitability and drive customer loyalty through mobile coupons, mobile rewards programs, mobile sweepstakes and mobile notifications. Tetherball clients enjoy real time analytics and reporting on program performance and redemption through Mobiquitous™, Tetherball's own patent-pending web-based intelligent analytics platform. Tetherball serves national retailers and ad agencies in the Quick Service Restaurants (QSR) and entertainment industries and has delivered over 150% growth in new revenue and higher customer retention and loyalty for these clients. Founded in 2007 by Scott Yancey, Tetherball is now one of the fastest growing mobile marketing companies in the United States. For more information, please visit www.tetherball360.com.

About Blaze Mobile

Blaze Mobile develops innovative mobile commerce and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device. The Blaze Mobile Wallet enables fast and easy "contact-less" purchases – including movie and event tickets – as well as fund transfer, banking, and personal finance management. It can manage bank accounts at more than 8,000 supported financial institutions, view electronic receipts, and quickly and easily create expense reports. Blaze Mobile Wallet also offers valuable location based services such as maps and points of interest, including ATMs, restaurants and more - all in the palm of your hand. The Blaze Mobile Advertising Network enables companies to target specific mobile advertisements and promotions to their most important customers, delivering unparalleled marketing and branding capabilities. Blaze Mobile applications are available through the Apple iPhone, T-mobile, AT&T, NTelos, and for more information, please visit www.BlazeMobile.com.