

**Mobile Locators**

- ▶ Mobile Web
- ▶ Branded iPhone Application
- ▶ Mobile Marketing Campaigns
- ▶ SMS Text Messaging
- ▶ 800 Interactive Voice Response

**Mobile Web**

Consumers can find locations using their mobile devices to get maps and driving directions. The iPhone uses the integrated mapping.



**Branded iPhone Application**

Custom iPhone application available for download on the Apple App Store with your branding.

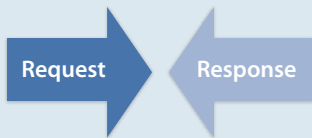


**Mobile Marketing Campaigns**

Allows you to create and run your own text message marketing campaigns like contests, coupons and specials.

**2-Way SMS Text Messaging**

Allows consumers to request your location data from their mobile device.



**800 Interactive Voice Response**

Users can call your 800 number and enter their zip code to find your nearest locations.



Mobile screens are now considered the third screen (TV and PC/Internet are considered the first and second screens.) The potential for marketing to mobile devices is huge. According to GfK NOPs 3Q08 research there are now over 267 million mobile phones in the US with over 78 million using mobile internet and over 160 million using text messaging. That's around a 89% adoption rate!

Where 2 Get It is a premier provider of location-based services including Web- and mobile-based locator services that empower manufacturers and retailers to connect consumers with where to buy, both online and locally.

More than 550 leading brands use the Where 2 Get It locator technology including Applebee's, Chamberlain, Checkers, Chick-fil-A, ExOfficio, Flemings, Merle Norman, Office Depot, Inc., Outback Steakhouse, Pavilions, Rally's, Safeway, ViewSonic and Vons.

**Mobile Web**

Our Mobile Web Locator is a wireless version of our Business Locator. Users can get local search results on web-enabled mobile devices like cell phones and PDA. The iPhone uses the integrated mapping. Users can click to call a business on their phone.

- ▶ Same database as the Business Locator
- ▶ Sized to fit a mobile screen/iPhone
- ▶ Match your branding

**Branded iPhone Application**

Consumers will be able to download your custom iPhone application through the Apple "App Store" that will include features like: find a location, find a product, coupons, events, etc. Your logo will appear as an icon on the iPhone to help promote your branding.

**▶ Call us today to talk about your specific needs. Toll Free: 888-377-2767**

## Mobile Marketing Campaigns

Mobile Marketing is the use of a mobile device for promoting products and services. Users opt-in to receive your messages which allows you to create a database of mobile numbers. You can have the ability to create and run your own text message marketing campaigns like a contest or voting as well as sending out coupons & specials. This makes your print, TV and radio ads interactive. It is a direct link between you and the customer.

## SMS Text Messaging

Short Message Service (SMS), often called text messaging, is a means of sending short messages to and from mobile devices.

### ▶ Send to Phone (1-Way SMS)

Location details can be sent from your corporate website, via Business Locator, directly to a consumers mobile device.

- Location details – address, phone and driving directions
- Send to Phone – Send location details to a mobile device
- Send to Email – Send location details to an email address

### ▶ LOCATE (2-Way SMS)

Consumers can request location details from their mobile device using SMS text messaging and get a response back.

- Can use Where 2 Get It's LOCATE/562283 common short code (CSC)
  - Allows for faster time to market
  - Reduced entry costs
- Option to use your own standard or custom common short code
- Consumers request location data by text messaging a keyword and their zip code
- Business listing results will be text messaged back to their mobile device
- Consumers can click on the phone link to call the local business

## 800 Interactive Voice Response (IVR)

IVR will help your customers find the closest place to buy your products and services when they call your 800 number and enter their zip code. The 800 Locator uses the same database as the Business Locator, ensuring the same results are found whether searching for a location online or by phone.

Merle Norman 800-40MERLE.

**MERLE NORMAN**

## Locator Console

Enables you to track your ROI by providing detailed reports on all consumer actions as well as manage your locator at any time, 24/7.

- ▶ Manage data in one location for web and mobile locators
- ▶ Complete reporting/statistics on Business and Mobile Locator usage

## Testimonials

where2get▶it® has delivered leading solutions in industries including apparel, food service, automotive, financial services, hospitality, manufacturing and retail since 1997.

With hundreds of brand name websites using the Where 2 Get It Business Locator and a client retention rate of 95%, we are confident that we can deliver a solution that fits your specific needs.

"Where 2 Get It offers the best value for the cost, along with their superior technology and world class customer service, leading us to rely on them as our one source for locator technology needs."



Georgia Hutton  
Senior Manager of Advertising & Branding

When designing the mobile platform for the "Fleming's 100", their award-winning list of 100 wines served by the glass, adding the mobile restaurant locator was a strategic extension of functionality that would enhance the customer experience. The site, m.flemings100.com, can be accessed using Web-enabled mobile devices and shows wine labels and robust descriptions of each of the 100 wines that make up the "Fleming's 100". Menu information and location contact details can also be found using zip code search. The site premiered at the Aspen Food and Wine Classic in June to rave reviews and continues to receive heavy traffic, with 25 percent of visitors directly accessing the mobile site and 75 percent being directed from search.

"No matter where our guests are traveling, they are now able to find the nearest Fleming's, as well as the perfect wine to round out their dining experience, quickly and easily."



Marian Jansen op de Haar,  
Director of Wine

▶ **Call or email us today to talk about your specific needs.**

**Toll Free:** 888-377-2767 • **Fax:** 714-695-9809 • **email:** sales@where2getit.com • **Web:** www.where2getit.com