



## The Mobile Mountain Program: Hit the Slopes with Msgme

Connect this season's crowds to the slopes in a proactive and innovative way through mobile. With Msgme, the mountain resorts industry can deliver automated snow reports, promotional marketing blasts and targeted, on-mountain messaging straight to the modern mountain fanatics phone. With real-time analytics, metadata capture and a host of other tools, mobile is the perfect way to communicate and engage with today's snow-obsessed, on-the-go crowd.

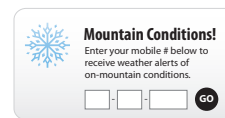
Mobile offerings include ...

- ✓ **Snow Alerts** - Up-to-date snow conditions can be scheduled for delivery at specific times, or upon individual requests via SMS.
- ✓ **On-Mountain Messaging** - Engage, update and build loyalty with lift status, run conditions, or class schedules while they are on the mountain.
- ✓ **Mobile Blasts** - Promote ski passes, coupons and special events to encourage your base to the mountain or reward them if already there.
- ✓ **Interactive Voice Messaging** - Give audiences the freedom of selecting voice messaging instead of text – skiers can listen to voice activated menus and select from a variety of options; from weather conditions to entering contests or receiving mobile coupons for restaurants and shops.
- ✓ **Web Widgets** - Fully-customizable html widgets are provided to deploy across your web properties to increase your subscriber base.
- ✓ **Msgme Support** - Dedicated Account Managers will help you with planning, implementation and management of all your mobile campaigns.
- ✓ **Online Reporting & Analytics** - Review your mobile campaign's performance at any time with real-time reporting via your Msgme account.

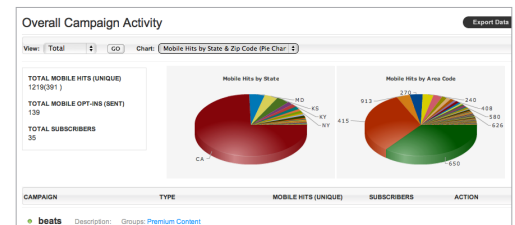


On-Mountain Messaging

Off-Mountain Blasts



HTML widgets can be placed on web properties to build mobile subscriber lists



Real-time reporting of subscribers and campaigns on Msgme.com.

Mobile Statistics of Note:

- 95% of cell phones have SMS capabilities and 87% of the population has a cell phone
- According to a recent study by Experian, there are twice as many users of SMS than email across the globe and the projections for 2010 show that mobile marketing will continue to grow by 15%
- Offers sent via text message convert 10-20 times higher than either email or direct mail

### Msgme Empowers Marketers

Designed to remove the complexity out of mobile marketing, Msgme makes access to the mobile channel quick, simple and effective for marketers through our web-based, hosted solution at [www.msgme.com](http://www.msgme.com).

For resorts trying to build their brand and forge meaningful relationships with their customers, SMS offers a relatively inexpensive way to keep in touch -- and a powerful one, when used to share information that's both relevant and timely.

Alongside leading brands and enterprises such as Anheuser-Busch, Microsoft, BMW, McDonald's, Nokia, and NASA, ski resorts that have trusted Msgme with their mobile marketing efforts include:



For more information on how Msgme can help take your mobile campaigns further, contact [sales@waterfallmobile.com](mailto:sales@waterfallmobile.com) or call (415) 487-1200.

