

## Qtags Inks Deal With TriStar Media International To Distribute Service Throughout Media Network

*Qtags(TM), a service that allows advertisers to easily direct customers to offline and online information, has signed a deal with New York based TriStar Media International to distribute the service via its extensive out-of-home advertising network.*

For Immediate Release

HOUSTON, Texas/EWORLDWIRE/April 5, 2006 --- A leader in the development and delivery of digital signage solutions, TriStar Media is integrating the qtags text-based customer connection service into its portfolio of out-of-home advertising technologies. TriStar is offering qtags to agencies and advertisers via an extensive sales network, and has already successfully integrated qtags into agent Charter Digital Media's New York City Port Authority Terminal digital signage.

### How the qtags service works:

Advertisers can add a qtag (short for quick-tag) to any existing print, broadcast, signage or display campaign. Viewers or listeners wanting to remember a special offer or learn more about a product can use a mobile phone to text the advertisement's displayed qtag word to the qtags short-code, 78247. The qtags service instantly sends information about the advertisement to the individual's mobile phone via a reply text. The qtags service also converts the keyword to a Web link, and stores it in an inbox that the individual can access online at [www.qtags.com](http://www.qtags.com). This inbox is like a secure "locker" of references and extends the life of any advertiser's message by making it easy for a customer to store, retrieve and forward information.

The advertiser controls the message and Web link sent to the customer and can update the user anytime in real-time. Advertisers also have access to real-time reporting showing volumes of texts, click-throughs and links forwarded to friends.

Qtags does not charge the texter to use the service (an individual's mobile phone provider's SMS text messaging rates will apply), and advertisers are charged by volume of keywords texted. Anyone with a cell phone can use qtags, and there is no need to pre-register. The qtags service works with all United States and Canadian mobile carriers and will go live in Puerto Rico on May 1, 2006.

"Providing a point of difference for our clients through the media channel has always been TriStar's equity," said Terry Kollman, CEO TriStar Media International. "Our agencies and advertisers look to us to provide unique ways to help them stand out by offering them the qtags solution we can help them better connect and interact with their audience. We are particularly excited about qtags' ability to direct the audience from the offline message to online content. Giving consumers a way to see an advertising campaign and use their cell phone to instantly get access to special offers, information and Web links is a true benefit to advertisers."

### About qtags

Qtags are currently being used in the United States and Canada by some of the world's most well-known brands, including Hewlett-Packard and Rip Curl, to offer consumers a unique way to remember advertising and to gain more information on the companies and advertisements that is of interest. The company offers the qtags service to non-profit organizations at no cost. For case studies and more information on how this innovative marketing concept works, visit the company blog at [www.allaboutqtags.typepad.com](http://www.allaboutqtags.typepad.com) or the company site at [www.qtags.com](http://www.qtags.com)

Contact TriStar Media International via Terry Kollman at 212-717-2770.

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