

## 20th Century Fox selects Celtra for Viral Mobile Marketing Campaign through Widgets for Movie Promotion, What Happens in Vegas

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For Immediate Release

CAMBRIDGE, Mass./EWORLDWIRE/June 19, 2008 --- 20th Century Fox selects Celtra to run viral mobile marketing campaign through widgets for movie promotion "What Happens in Vegas."

Two widgets "Night Recreator" and "Wingman" provoked and encouraged online users to personalize and send Ashton Kutcher's phone calls to their friends to recreate a "wild night out" or send a "wingman" advice.

"What Happens in Vegas" movie, starring Ashton Kutcher and Cameron Diaz provided a great material for setting up a viral campaign. Celtra's team came up with a creative solution that leveraged the movie excitement to initiate peer-to-peer buzz.

Visit campaign at: '<http://www.whathappensinvegasmovie.com/widgets/>'

The viral mobile marketing campaign promoted by online widgets generated over 50,000 peer-to-peer user engagements, 15,000 widget embeds to personal social community profiles and over 300,000 widget impressions within those users' profiles.

"Overall we think the campaign has been doing well, however, had we launched it a few weeks before the premiere, the results would have been even better. The timing to leverage the momentum in the movie industry is key," comments Mihael Mikek, Celtra's CEO. "In this case, besides the mobile marketing integration, we also did the agency work, therefore I am even more pleased with the overall result. Our widgets are interesting enough to engage users and initiate peer-to-peer referral base marketing from online to mobile."

### About Celtra

Celtra has developed the first mobile marketing platform for widgets. The company's mission is to provide the platform for online and mobile marketing convergence, which enables brands and marketing agencies take advantage of social communities' engagements and extend them to mobile channel.

Celtra's key differentiation advantages:

- . Enables social media and mobile marketing convergence
- . Initiates viral campaign promotion
- . Delivers cost efficient mobile marketing engagements

Celtra is located in Cambridge Innovation Center, Cambridge, Mass. Celtra serves some of the leading entertainment brands and marketing agencies in the U.S. and the U.K.

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