

Innovative Marketing Solutions for the Mobile World

The first-mover advantage. Business writers write about it. Corporate strategists covet it. Successful companies act on it. While the first-mover advantage in e-commerce has long since been claimed, there is now another, equally historic opportunity. It's the new wireless marketplace. It's new revenue opportunities through wireless advertising. It's the next big thing. Will you profit from it?

Pick up any copy of the *Wall Street Journal* or *Business Week* and scan the headlines. All things wireless is the dominant theme. As the leading provider of wireless marketing and advertising solutions, WindWire enables advertisers to accurately target mobile consumers, while creating new revenue streams for publishers and carriers. The advanced Web-based technology provides a secure wireless ad-serving solution for transmitting innovative ads that can generate new profits for advertisers, while delivering free or lower-cost advertiser-supported information to wireless subscribers.

The Wireless Web. The Next Big Thing.

Analysts predict that wireless Web access will exceed PC-based access by 2003, representing a fundamental shift in the way Internet users will browse, choose and buy—both online and offline. WindWire is spearheading that migration with innovative solutions that generate increased sales for advertisers and new profits for publishers. By providing you with the technology you need to combine wireless Web access, consumer preferences and location-based promotions, WindWire is revolutionizing the mobile marketplace.

WindWire Brings You the Wireless Web. Today.

As Web consumers shift from wired to wireless channels, businesses must act fast. But wireless advertising solutions are woefully inadequate—with a single exception: WindWire. WindWire offers the first wireless ad-serving solution that enables advertisers to reach consumers who are browsing the Web via cell

phones, PDAs and pagers. WindWire ad-serving solutions allow publishers to immediately generate new revenue by offering sponsorships and advertisements on their wireless Web sites. As a fully hosted solution, the WindWire ad-serving network can also help you with your ad management, trafficking, reporting and security.

WindWire's suite of wireless ad-serving solutions includes:

The WindCaster Network

- Brings wireless advertisers, publishers and carriers together to enable highly effective, consumer-friendly mobile e-commerce solutions.
- Enables advertisers to instantly and accurately target mobile consumers.
- Creates immediate new revenue streams for publishers.

WindWire for Publishers

- Allows publishers to immediately leverage their existing Web content to generate new revenue.
- Allows publishers to leverage their own sales force to gain higher CPM rates.
- Enables publishers to maximize their revenue while increasing their advertisers' ROI.

- Provides a seamless, easy-to-use ad management and trafficking infrastructure.
- Allows publishers to provide real-time tracking and reporting for their advertisers and agencies.

WindWire for Advertisers

- Allows advertisers to build their own network of publishers.
- Allows advertisers to deliver highly targeted offers that are ideally formatted for each consumer's unique wireless device.
- Allows advertisers to implement the latest wireless advertising features, while outsourcing the management and maintenance of the ad-serving technology.
- Delivers a complete solution for planning, buying, trafficking and managing wireless advertising and marketing campaigns.
- Allows advertisers to maximize ROI using a secure, real-time tracking and reporting technology.

WindWire for Carriers

- Allows carriers to generate new ad revenue while maintaining a high-quality subscriber experience.
- Opens new markets using lower ad-subsidized rate plans.

The WindWire Advantage.

- Ability to serve ads to all major wireless devices.
- Support for dynamic content generation and multiple ad types, including simple text, rich media, interactive ads, coupons and call-throughs.
- Call through: Ads served with WindCaster allow the user to click on an ad and immediately place a voice call to the advertiser.
- Ensures maximum privacy through secure firewalls and opt-in preference databases.
- Available now.

WindWire Is Pioneering the Un-Wired World.

WindWire invites you to catch a favorable wind. Cash in on the new possibilities, unlimited potential and real-world profits of the wireless world today. What global advertising was to e-commerce in the 1990s, wireless marketing will be to today's wireless economy. And as in e-commerce, first movers will claim a big advantage. Contact WindWire at 1-888-304-WIND, on the wired Web at www.windwire.com or wirelessly at wap.windwire.com.

WindWire for Advertisers

Challenge: *Your goal is to reach the hearts, minds and pocketbooks of online consumers. Those consumers are becoming a moving target, leaving their land-bound computers and going mobile en masse. Solution:* WindWire wireless ad-serving solutions allow you to increase sales by delivering targeted ads to mobile consumers—at the point-of-sale.

In today's evolving e-commerce marketplace, wireless advertising solutions are not an option. They are a requirement. You need to reach your customers at the most crucial time—at the point of sale. You want the ability to serve your ads easily. You want to know how your ad campaign is performing in real time, and you want to make changes that will maximize your ROI. What you need is WindWire's ad-serving technology.

Complete Wireless Ad-Serving Solution. Available Now.

WindWire's advertising solution is an essential tool that allows your company to plan, manage, traffic and maximize your ad campaign on the wireless Web. With WindWire, you

can deliver highly targeted offers that are ideally formatted for each consumer's unique wireless device. Advertisers can immediately use the wireless Web to reach their customers—with pinpoint accuracy. And WindWire's flexibility and ease of use ensure a trouble-free solution.

The Fast Track to Wireless.

As consumer Web traffic shifts toward wireless, innovative companies will seek the means to accelerate their entry into the wireless marketing and advertising arena, an arena filled with mobile consumers who are often at or near the point of sale. With WindWire, the means are now available.

A complete solution for planning, trafficking, managing and reporting wireless advertising campaigns, WindWire provides agencies and advertisers with the latest wireless advertising capabilities, while outsourcing the management and maintenance of the ad-serving technology. You simply tag the publishers' pages, upload wireless creative to the WindWire server and enter targeting and trafficking

information via the user-friendly Web interface. It's that easy. And expert guidance is available every step of the way to help port your wired content to the appropriate wireless format.

WindWire delivers the following key benefits to advertisers:

- Serves ads and promotions to all major wireless devices.
- Supports a wide variety of ad types, including simple text, rich media, interactive ads, coupons and call-throughs.
- Supports industry-leading targeting capabilities that include profile/opt-in preferences (where available), location, keyword, device, browser, frequency and time.
- 24-hour technical support to help guide you through any problems.
- Provides the ability to view campaign effectiveness and/or parameters hourly.
- Supports real-time and historical reporting, including CPM; click-through rates; daily, weekly and monthly impressions; ROI and billing.
- Ensures maximum privacy through secure privacy firewalls and opt-in preference databases.

WindWire. Pioneering Revenues in the Un-Wired World.

As the leading provider of wireless marketing and advertising solutions, WindWire invites you to cash in on the new possibilities, unlimited potential and real-world profits of the wireless world. What global advertising was to e-commerce in the 1990s, wireless marketing will be to today's exploding wireless economy. And the WindCaster Network is the technology that makes it happen. WindWire has the technology and expertise that make the promise of wireless revenues real today. Contact WindWire at 1-888-304-WIND, on the wired Web at www.windwire.com or wirelessly at wap.windwire.com.

WindWire for Publishers

Challenge: *You have plentiful content on your wired Web site. You want to leverage more dollars from your content by transitioning to wireless, and you want to do it fast.* **Solution:** *Generate new profits from your wired Web content by adding the WindWire wireless ad-serving solution.*

At the end of the day, your profitability in the wireless Web world will live or die by the company and the technology you choose for your wireless Web ad serving. WindWire's comprehensive, fully hosted ad-serving solution offers the only pure wireless advertising network to successfully tame the complex technologies associated with wireless advertising and deliver an effective, profitable solution.

WindWire for Publishers allows publishers to immediately generate new revenue by offering sponsorships and advertisements on their wireless Web sites. WindWire can help you deliver context-appropriate ads and promotions to virtually all major wireless devices. As a fully hosted solution, WindWire also supports ad

management, trafficking, reporting and security. Publishers can easily and cost-effectively leverage their existing content to expand ad revenue, making the move to wireless smooth, rapid and profitable. And when combined with WindWire's innovative opt-in preference and localization capabilities, publishers will command the highest CPMs for their ad inventory.

The Fast Track to Wireless.

As consumer Web traffic shifts toward wireless, innovative publishers seek the means to accelerate their entry into the wireless marketing and advertising arena. WindWire provides publishers with the technology to leverage their existing Web content, as well as their in-house media sales team, making the move to wireless smooth, rapid and profitable.

As a maintenance-free, fully hosted solution, WindWire enables publishers to manage wireless ad campaigns on a single wireless Web site or a collection of sites. With WindWire, technical hurdles become non-issues. And WindWire's flexibility

and ease-of-use ensure a trouble-free solution.

WindWire enables publishers to deliver the following key benefits:

- Enables you to build your own relationships with advertisers and agencies.
- Allows you to immediately generate ad revenue from wireless inventory.
- Provides advanced reporting capabilities, including CPM; click-through; daily, weekly and monthly impressions; and revenue.
- Serves ads and promotions to all major wireless devices.
- Supports a wide variety of ad types, including simple text, rich media, interactive ads, coupons and call-throughs.
- Generates higher CPM rates from advanced targeting solutions.
- Provides full support for ad management, trafficking, reporting and security.
- Ensures maximum privacy through secure firewalls and opt-in preference databases.

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The WindCaster Network

Challenge: *Dozens of wired ad solutions and untested wireless ad networks are proclaiming their leadership in mobile marketing and mobile commerce, and you don't know where to turn. **Solution:** Turn to WindWire, one of the only companies with a fully developed and fully tested technology platform to truly deliver on the promise of the wireless Web.*

The Means to Wireless Profit Are Available Now.

Analysts predict that wireless Web access will exceed PC-based access by 2003, representing a fundamental shift in the way Internet users will browse, choose and buy—both online and offline. IDC reports that the number of wireless users with access to information services and Internet messaging will increase by 728 percent—to 61.5 million by 2003 in the United States alone. And as Web consumers move to wireless, innovative publishers and advertisers seek the means to accelerate their entry into the lucrative wireless marketing and advertising arena. The means are now at hand.

The Solution of Choice for Mobile Marketers.

WindWire's **WindCaster Network** brings wireless advertisers, publishers and carriers together to enable highly effective, consumer-friendly mobile e-marketing solutions. With WindWire, publishers can increase revenue by offering sponsorships and advertisements on their wireless Web sites, while advertisers can increase sales by delivering highly targeted ads to virtually any wireless device. Whether you're trying to reach local or national audiences, the WindCaster network provides an immediate, seamless and cost-effective solution. And you'll be in good company, with easy access to other recognized and acclaimed wireless sites in your category. Make your move to wireless smooth, rapid and profitable. Join the WindCaster Network.

The WindCaster Network provides the following key benefits:

- Brings wireless publishers and carriers together to enable highly effective, consumer-friendly mobile e-commerce solutions for advertisers.
- Allows you to immediately generate ad revenue from wireless inventory.
- Allows businesses to easily and cost-effectively leverage the wireless Web to expand revenue, increase brand recognition and grow their wired site traffic.
- Ensures maximum privacy through secure privacy firewalls and opt-in preference databases.
- Provides easy access to the WindCaster network of wireless publishers.
- Provides a one-stop targeting solution for your advertisers through access to additional recognized, targeted sites.

WindWire. Pioneering Revenues in the Un-Wired World.

As the leading provider of wireless marketing and advertising solutions, WindWire invites you to cash in on the new possibilities, unlimited potential and real-world profits of the wireless world. What global advertising was to e-commerce in the 1990s, wireless marketing will be to today's exploding wireless economy. And the WindCaster Network is the technology that makes it happen. Contact WindWire at 1-888-304-WIND, on the wired Web at www.windwire.com or wirelessly at wap.windwire.com.