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MOBILE MARKETING STREAM GETS ALL CHARGED UP

MobileADPower Moves Mobile Marketing Front & Center

Newport Beach, CA – June 16, 2010 – MobileAdPower (MAP), one of hospitality's newest and hottest targeted mobile advertising technology companies prepares to release a revolutionary device. The on-demand mobile power utility provides guests un-tethered power access as well as new opportunities in [mobile marketing](#) to establishments such as - hotels, resorts, cafés, restaurants, etcetera.

Vito Antoci, Founder, CEO, and long time hospitality technology *idea's man*, announces the launch of MobileAdPower. MobileAdPower features a patent pending device that transforms the way travelers pack and how hoteliers and restaurant owners view added-value service. The charging device is battery powered with fast charging capabilities. The high capacity batteries are charged on a conductive charging single or multi-unit station. [MobileAdPower](#) technology is a green product using replaceable and recyclable batteries. It carries further its environmental responsibility with an auto shut off on each charging dock. Power is easily activated through downloading either MAP's interactive mobile application for Apple, Blackberry or Android devices, or from the establishment's already active mobile campaign. Once the mobile application is instantly downloaded, the device is activated, and guests are ready to charge their mobile equipment. The mobile power is able to charge devices through the built-in USB Hub, the 110 volt outlet, or built in retractable cords that work with all major smart phones. Whether it is a iPad, Kindle, camera, camcorder, flip video, laptop or other chargeable piece of equipment, it can all be powered by using MobileAdPower "Get Charged on the Go".

Charge mobile devices anywhere, anytime; MobileAdPower puts business to consumer mobile marketing in the hands of the property. MobileAdPower delivers mobile interactive campaigns, through [MAP's Mobile Portal](#) or through the facilities own downloaded mobile application. As users access the establishments interactive application, power is activated providing numerous opportunities for guests; concierge, weather, restaurants, spa, entertainment and much more.

"Traveling last week I realized there were not nearly enough [electric] outlets at airports. I witnessed two people getting into a confrontation when one person deliberately disconnected another's device, while she was working, so he could plug in his iPad and MAC. When it comes to travel, business or leisure, people expect certain things to be available and power is one of them. I can clearly see a need in the hospitality and travel industry for a utility like this" shared Jeremy Rock, President of RockIT and Consultant for [MobileAdPower](#). "The added ability to potentially download a hotel's custom mobile app for use while they are either on-site or even away from the property makes this device particularly enticing."

Once a guest has downloaded the mobile native application, an interactive multi-media ad is displayed and a digital code unlocks the power of the charging station..... the mobile interaction and charge begin. The demand for power on the fly is stronger today than ever. People travel with multiple devices that require different plugs. The chance that you will inadvertently leave a cord behind is great. [MobileAdPower](#) gives the establishment the power of satisfying their guest's needs for power on the fly, and the ability to directly market or communicate to them on or off property. MobileAdPower devices will be available soon at participating hotels, inns, spas, cafes, restaurants, country clubs, conference centers and golf courses.

For hoteliers and other facilities, the MobileAdPower device provides additional value through geo-targeted marketing. Hoteliers and others will be able to reach guests via rich media and video on their mobile devices. "Today, it is a challenge to implement a highly successful Mobile marketing campaign, guests have no real reason to download and use a mobile application. With [MobileAdPower](#) we have found the SOLUTION," shared Vito Antoci. MobileAdPower focuses on driving guests to specific

information about your establishment such as spa, golf course, restaurants, and other property and local area services. Targeting users with specific call to action, empowers hoteliers and guests alike,” Mr. Antoci further shared.

About MobileADPower:

Located in Newport Beach California MobileAdPower provides patent pending, [Power OnThe Go](#) and mobile marketing opportunities in a way never seen before. MobileAdPower was conceptualized by a basic necessity for Power on the Go. The first interactive power source allowing Hotels, Restaurants, Golf Courses, Cruise Ships, Conventions, and more to operate a Mobile Marketing Campaign initiated by power. Power-up technology is provided by [XPALPOWER](#), the premiere and largest manufacturer of portable power packs and the makers of Energizer and Phillips branded mobile power. The Founders of MobileAdPower, Vito and Tony Antoci have an extensive history in Hospitality and Food Service. Their many years of experience, with some of the country’s finest hotels, restaurants and institutions, has given them first-hand knowledge of what hoteliers and restaurateurs seek in guest satisfaction. Vito and Tony, with the launch of MobileAdPower, provide access to power and targeted mobile marketing. MobileAdPower’s team of industry experts create, develop and deliver your mobile campaign through MobileAdPower’s on-demand charging device.

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