

GossRSVP interactive media program now available for advertisers and publishers

- *New service enhances reader engagement and interactivity of print media through link with mobile phone technology*

August 20th, 2008 – Advertisers and publishers throughout the United States can now use the unique *GossRSVP* program to increase reader engagement and interactivity of print media.

The program, established by Goss International, allows mobile phone users to interact with print and other media through simple text messaging and 2-D bar code technologies. Mobile phone users may optionally choose to download to their phone an application developed by *GossRSVP* together with Upcode Ltd. making the system even faster to use. Advertisers and publishers can learn more, open accounts and download actual *GossRSVP* codes for use in their advertising or other materials by visiting www.gossrsvp.com.

“The mobile phone is evolving as the personal communication tool,” explains Toby Clarke, vice president for Goss International. “The *GossRSVP* program links this technology with print, enhancing the already high ROI value of print by making it more interactive.”

Small *GossRSVP* 2-D bar codes and alpha-numeric sequences can now be included in printed materials. The codes prompt cell phone users to simply send them via text message or to scan and send them to receive electronic coupons, enter contests, participate in loyalty programs, answer surveys or request additional information that can be sent directly to their phones. Advertisers can control or alter the responses dynamically and offer mobile phone users opportunities to “opt in” for future communications such as text alerts.

“The mobile phone interactions and response data are managed by our infrastructure, and our cost model is based primarily on utilization, similar to clicks-through for Internet advertising,” Clarke explains. “This makes getting started with

the *GossRSVP* program a scalable low-cost and low-risk proposition for advertisers or publishers of any size.”

Individual companies can currently purchase *GossRSVP* codes for inclusion in their own print materials and monitor and manage the program directly through the www.gossrsvp.com web site. A Reseller Subscription Service also allows publishers, advertising agencies or other organizations to subscribe to multiple codes and then re-sell them to individual advertisers.

“The reseller model gives newspapers, magazines and other media supported by advertising a new revenue stream and a new way to prove the effectiveness of the printed product to customers,” Clarke explains.

Clarke says the *GossRSVP* program can support several business models and can be adapted for a virtually unlimited range of applications.

Goss International has tested the *GossRSVP* program over the past six months. In pilot programs, retailers have conducted “text-to-win” promotions and sent electronic coupons to phone users responding to print advertisements. Real estate agents have included *GossRSVP* codes on for sale signs to give mobile phone users access to additional photos and listing information, and a college newspaper used the program for polling related to the Presidential election. A manufacturer has also included *GossRVSP* codes with its product, allowing users to download video installation instructions directly to mobile phones.

More information about the *GossRSVP* program is available by calling 603-743-5505, contacting rsvp.sales@gossinternational.com or visiting www.gossrsvp.com.

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The *GossRSVP* program allows mobile phone users to interact with print and other media through simple text messaging and 2-D bar code technologies.

To download this press release and the above accompanying images, please use the following Internet address:

www.bespoke.co.uk/index.php?option=com_content&view=article&id=705

This release and other information about Goss may be downloaded from the Goss website: <http://www.gossinternational.com/>