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### **Kobie Marketing to Advise on Sennari's First-Ever Mobile Loyalty Marketing Program for Mobile Carriers and Entertainment Services.**

**Los Angeles, CA/St. Petersburg, FL – September 2005** – Sennari Inc., the mobile communication industry's first loyalty services provider, has signed on Kobie Marketing as advisors to its revolutionary marketing strategy. The partnership will enable mobile carriers and mvno's to offer compelling point based loyalty programs and also offer mobile game players the opportunity to win real prizes based upon game play, a new concept for game publishers and mobile carrier companies.

As a leader in mobile entertainment innovation, Sennari developed JAMDAT Bowling, the first-ever mobile game to sell over 3 million units, and the Sennari Jigsaw Club, a proprietary mobile game network. Its new Mobile Loyalty and Community Service (MLCS) platform creates user accounts to gather customer data and keep track of ring-tone downloads, game purchases and music and video file sharing in online-community clubs. Points earned through online gaming services such as Sennari's PrizePlay™ service – redeemable for digital downloads or catalog rewards from Blingadero.com – are also tracked. Kobie Marketing will provide fulfillment of tangible rewards for Sennari powered rewards and prizing services including the company's own Blingadero Rewards Service.

Kobie Marketing continues its history of integrating technology with loyalty services for clients such as Cellular One and CBS SportsLine. "They have asked us to consult and advise in a state-of-the-art market. To my knowledge there are no customer loyalty services for cell phone users to date. This would be the first," explains Ralph Wiley, Vice President of IT.

Kobie Marketing is a full-service direct marketing company specializing in customer retention, loyalty marketing and sales promotion. Current and past clients include MBNA, Barnes & Noble, Cingular, Advanta, CBS SportsLine, Eckerd Drugs, Tupperware, Avon Products, and American General Finance among others. In 2002, Kobie Marketing was awarded the St. Petersburg Chamber's Small Business of the Year Award for a Minority Owned Business.

Sennari provides mobile carriers, game publishers, music and video publishers and other entertainment companies with solutions for maintaining customer loyalty, reducing churn and creating new revenue streams. Sennari's services enable all forms of consumer relationships within mobile applications from transaction enablement and tournament style gaming to rewards programs and prize based applications. For more information go to <http://www.sennari.com>

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