

## INTRODUCING OTAir

OTAir lets people instantly receive information, coupons, alerts and more right on their cell phones. Any time of day, no matter where they are. Plus, it's a quick, convenient way for them to make a kind of "mobile bookmark" for products and services that they're interested in.

Go ahead. Give it a try right now yourself. Just text the word INFO to 68247 (OTAIR). See? Now, not only do you have that information right there on your cell phone, but you also have your very own completely free private webpage at OTAir.com with a specific weblink to even more information about OTAir. Just click on "New User" on the OTAir homepage, create a password tied to your mobile number and log in. That's what your customers will be able to do. They can just simply text your exclusive OTAir keyword or your phone number to 68247 (OTAIR).

Everybody has a cell phone. And they have it with them everywhere they go. More and more people are using text messaging these days. By taking advantage of OTAir's suite of services, you'll be able to reach them wherever, whenever. And unlike other forms of advertising, OTAir is completely measurable. Mobile marketing is also very inexpensive, easy to use and quick to implement. In fact, OTAir can have your mobile campaign completely active within only a couple of days. Plus, our flexible services are completely customizable to fit within your existing system. Just take a look at the specific services we offer.



### GENERAL MARKETING

Our general marketing service allows you to connect with your customers in a way that traditional advertising never could. By including an OTAir keyword on your print, outdoor and broadcast advertising, your website and so on, you're giving your customers a way to connect with you 24 hours a day.



### ALERTS

Last-minute sales. Special promotions. Unique events. Timely scores and statistics. With OTAir's TXTalerts, you can deliver notice of all of these and more to your customers. Spend a few mere minutes online, and your time-sensitive or informative text message is instantly sent to subscribers.



### AUTOMOTIVE

Our automotive service offers an exciting new way to reach potential buyers. With an OTAir keyword in the window of a car that is for sale, shoppers can simply send a text message to receive detailed information. Available for dealers as well as private sellers.



### RECRUITMENT

Go beyond classified ads and "help wanted" signs with our recruitment service. Potential employees can simply text a keyword to OTAir to get details about a particular job and how to apply or whom to contact.



### MOBILE COUPONS

Coupons are very effective. And mobile coupons can be even better. They are easy for your customers to get and to use, and your customers always have the coupons with them. Which means increased sales for you. Mobile coupons can be delivered by texting a keyword, texting a printed coupon's unique code or by clicking to send an online coupon to a phone. Customers simply display their text message to redeem their coupon. No scissors required.



### REAL ESTATE

For realtors, OTAir offers an exciting new way to reach potential home buyers. With an OTAir keyword on your "for sale" sign, home shoppers can send a text message to OTAir and instantly receive pertinent information about that house, such as price, square footage and so on. And they can do so without having to try to reach an agent.



### GATEWAY SERVICES

Want to be able to send text messages from your existing applications? Dentists can send appointment reminders, garages can get repair authorizations, and businesses can distribute timely product promos to an entire sales force. All sent directly from their current systems with our gateway services, and for just pennies a message.

**Let OTAir help you reach your target audience in a fun and engaging way where they are. After all, if you're still using only traditional advertising to reach your audience, then you're not reaching your audience.**