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**Outdoor Inspired Technologies selects Announce Mobile for Mobile Marketing Platform**

**Companies to offer mobile marketing solutions to the outdoor industry**

**LAKELAND, FL** – March 20, 2007. Outdoor Inspired Technologies, LLC and Announce Mobile, Inc., a leading interactive mobile marketing agency, today announced a business partnership designed to increase targeted exposure and reputation for both companies. Outdoor Inspired Technologies markets and sells ringtones through its RedneckRingtones.net website. This partnership will allow Outdoor Inspired Technologies and Announce Mobile to develop and deliver SMS and premium content mobile messaging campaigns to the outdoor industry. The Announce Mobile platform will allow delivery of mobile content across all carriers and to any wireless device.

“The outdoor industry is a \$40 billion a year industry globally and the goal of Outdoor Inspired Technologies is to be a complete mobile platform for this industry. Through Announce Mobile we are able to offer complete mobile marketing consultation and manage superior marketing campaigns for our clients. Announce Mobile has been, and will continue to be, vital to our success as a company. Their level of professionalism and knowledge of the mobile industry continues to allow Outdoor Inspired Technologies to expand our market share and compete at higher levels within the outdoor industry,” said Faron Huster, President. “As a mobile marketing company we felt like who we partner with for carrier connectivity was of utmost importance. After working with Announce Mobile we could not be more comfortable with our decision.”

Announce Mobile’s mobile marketing and carrier-agnostic delivery solutions will enable Outdoor Inspired Technologies and its clients to communicate with wireless users via short message service (SMS), and multimedia messaging services (MMS). Outdoor Inspired Technologies will also have the ability to create customized campaigns including voting, polls, mobile trivia, couponing and premium content delivery.

“We are extremely excited about partnering with Outdoor Inspired Technologies,” said Jeff Mould, President of Announce Mobile. “We look for synergistic relationships with industry leaders like Outdoor Inspired Technologies that enable us to add greater value to our customer base while offering award-winning products, services and additional levels of sales and marketing support.”

Under the terms of the business partnership, Outdoor Inspired Technologies benefits include joint selling opportunities, access to the Announce Mobile’s mobile marketing platform, and extensive marketing opportunities including co-branding and white-label Announce Mobile services and solutions.

**About Announce Mobile**

Announce Mobile is the leading full service interactive mobile marketing agency. Headquartered in the United States with offices in Lakeland, Florida and Atlanta, Georgia, Announce Mobile solutions connect businesses of all sizes with mobile subscribers. Announce Mobile solutions are capable of reaching over 95% of all US wireless subscribers and are device agnostic. More information on Announce Mobile can be found at [www.announcemobile.com](http://www.announcemobile.com) or by contact (888) 380-5631.

**About Outdoor Inspired Technologies**

Outdoor Inspired Technologies was established in 2005 with the goal of pushing outdoor related mobile content. O.I.T currently operates three divisions. A ring-tone and mobile content division, a complete mobile marketing division, and are in the development stages of hosting an online outdoor community where subscribers choose weekly content to be delivered direct to their mobile phones. O.I.T. markets and sells its outdoor related ring-tones and wallpapers through its [www.redneckringtones.net](http://www.redneckringtones.net) domain.