



“BIZ ADVERTISING DOESN'T COST...IT PAYS”

2575 McCabe Way  
Irvine, CA 92614  
Phone 949.777.5949  
Fax 949.743.2792  
Toll Free 877.375.1097  
Contact@bizgm.com  
www.BIZGM.com

## BIZ Global Media Press Kit

Name: BIZ GM Inc.  
Status: California Corporation (Established in 07)  
Product: Mobile Text Advertising  
Number of current clients: Over 1,000  
Current Monthly Sales Revenue: \$100k +  
Anticipated Monthly Sales In 12 Months: \$500k  
Current Banking Relationship: Bank of America & Union Bank  
Company Website: [www.bizgm.com](http://www.bizgm.com)

### Business Description: **What is mobile marketing?**

Mobile marketing is a term that refers to connecting with consumers through their mobile device, often using SMS (text messaging), MMS (multimedia messaging) or voice capabilities. Mobile marketing requires that users specifically give permission to receive messages from marketers. This is intended to eliminate or greatly reduce spam and ensure that consumers are not being bothered by or even charged for unwanted messages. The upside for marketers is very powerful. Although you don't have to build a list of opted-in consumers (you can run some kinds of promotions without having a list), when you do build a mobile list (a "mob"), you have an ongoing direct and personal connection to someone who has specifically said they'd like to hear from you. From a marketer's perspective, there's not much better than having someone say "yes, please market to me!" And, perhaps best of all, you are able to reach consumers when they are inspired. That is, when consumers are directly engaged with your brand. Imagine if you're in charge of marketing an NBA basketball team. You can send messages to your mob right there at the game, sending them to the merchandise counter with a 10% off coupon, or give them a chance to buy tickets for tomorrow's game right after you win at the final buzzer. Imagine how much more effective those promotions would be relative to the same promotions received by email two days later when the fan is at home or at work. That's one simple example of the power of mobile marketing.



### BIZ Short Code

When you purchase any of our BIZ packages, you automatically receive a short code "Keyword" to market your products and services. You simply choose a KEYWORD that identifies your company products, services or campaign. Your customers and prospects then send a text message with your keyword to our short code (82222). When BIZ receives an incoming text message to your keyword from your customers, the sender's mobile # is stored in your database for future mobile marketing campaigns, and they receive the response that you have chosen in your SMS admin center...It's that simple! You will be able to advertise your keyword in all your marketing materials, web site, brochures etc. Your keyword is assigned to your business exclusively and cannot be used by any of our other advertisers.





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### 100% Permission Based Text Messaging

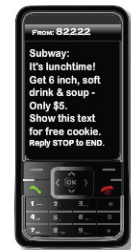
It’s not just the demographics that have consumer-product companies, big retailers, and entertainment outfits in a tizzy. Mobile devices also carry the promise of a new era in advertising -- one where a marketer is not only virtually guaranteed that its message will be read but one where it can usually control when the message will be read. A Hollywood studio can send a message pumping up a big release around the time most people are making their Friday night plans. A restaurant can send a discount offer just before lunch time. Or the corner bar can send happy-hour coupons as urbanites are getting off work.

BIZ Product Packages	Basic Advertiser	Advertiser Pro	Private Network	Corporate Package
Initial Setup:	\$99	\$295	\$995	\$4995
Monthly Fee:	\$99	\$99	\$199	\$499
Autoresponder SMS Messages	Unlimited	Unlimited	Unlimited	Unlimited
Free “Push” SMS Messages (Month):	300	600	2,000	8,000
\$5 Calling Cards (Annual) :	0	1,000	5,000	20,000
Main Keywords:	1	1	10	50
Sub Keywords:	0	Unlimited	Unlimited	Unlimited

### BIZ Global Media Platform

BIZ Inc., is a global leader in VoIP communications and online advertising channels of small to mid size businesses marketing and managed short code mobile messaging systems. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and their customers through our mobile messaging platform based solutions.

BIZ is a tier-one aggregator provider in over 200 countries worldwide. BIZ currently markets its advertising text message products and services through an independent Agency Owners sales force in the US and Canada. The sales marketing force is introduced to the marketing program through our BIZGM.biz brand name. Affiliate marketing is also the name of the industry where a number of different types of companies and individuals are performing this form of internet marketing. This includes affiliate networks, affiliate management companies and in-house affiliate managers, specialized 3rd party vendors, and various types of affiliates/publishers who promote the products and services of their partners. BIZ is currently working on becoming a publisher with numerous online affiliate marketing companies to promote the BIZ text message advertising to their members.



### Agency Builder Income Opportunity

BIZ Global Media markets its powerful advertising products and services through independent Ad Agency Owners who refer retail customers to BIZ and collect direct sales commissions as well as monthly residuals. BIZ Agency Owners can also earn overrides and bonuses from referring other Agency Owners when they join BIZ. The BIZ Agency Builder marketing plan is truly rewarding in every way. It’s based on the concept of “team” building that will drive the success of your own agency as well as other agencies that you sponsor. The combination of the right company, the right product, the right timing, and the perfect pay plan make BIZ the logical choice as your best income vehicle in today’s economy.





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### **Building a Global Network On A Solid Foundation**

The 10,000 sq. ft. BIZ carrier Data Center — is a global access control center that boasts a dual OC-48 internet pipeline that can serve up to 10 billion ads each month. Our high-tech center provides full security, uninterrupted power, environmental control, and raised floors to accommodate fiber optic and copper cables.

BIZ Offering carrier connectivity across all major U.S. providers including: Sprint , Acg\_Cellcom , Verizon Wireless, Nextel, Virgin Mobile USA, Boost, Acg\_Ntelos, T-Mobile, Cincinnati Bell, AT&T, US Cellular, ALLTEL.

BIZ is a tier-one aggregator of short code that's approved with over 700 telecom providers in 200 countries worldwide. See global telecom partners ([www.bizgm.com/telecom.html](http://www.bizgm.com/telecom.html))

### **Related Articles**

Retailers know texting is the totally best way to reach teens ([http://bizgm.com/retailers\\_article.html](http://bizgm.com/retailers_article.html))  
Marketers have opportunity with short code mobile messages ([http://bizgm.com/Marketers\\_article.html](http://bizgm.com/Marketers_article.html))  
Lessons in SMS marketing from the Obama campaign ([http://bizgm.com/Obama\\_article.html](http://bizgm.com/Obama_article.html))  
Report: Mobile Ads Growing ([http://bizgm.com/Mobile\\_Ad\\_growing\\_article.html](http://bizgm.com/Mobile_Ad_growing_article.html))

### **BIZ Press Releases**

(1888PressRelease) February 02, 2010  
Biz Global Media has activated the Unlimited FREE Sub-Key word function  
[http://bizgm.biz/press/release\\_02\\_02\\_10.html](http://bizgm.biz/press/release_02_02_10.html)

Newswires: Jan 26, 2010  
BIZ Global Media, Inc. Launches Mobile Marketing Ad Agency System in U.S. and Canada  
[http://bizgm.biz/press/release\\_01\\_26\\_10.html](http://bizgm.biz/press/release_01_26_10.html)

### **BIZ In The News**

<http://bizgm.biz/tv.html>

### **Patent Filling**

[http://bizgm.biz/patent\\_Filling\\_PR.html](http://bizgm.biz/patent_Filling_PR.html)

