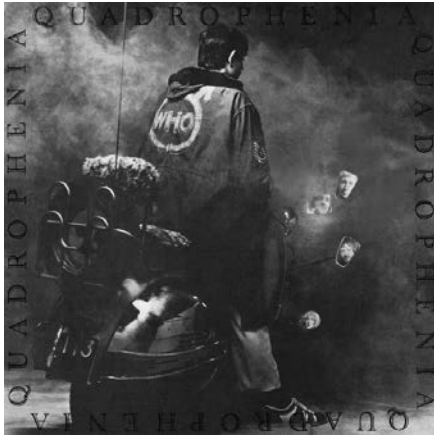


FOR IMMEDIATE RELEASE

**THE WHO Kicks Off Quadrophenia Tour with
Compelling Digigraph "Who Cares" Campaign for Teen Cancer America**



Los Angeles, CA - November 8, 2012 - The famed English rock band THE WHO is back, and Digigraph.me is proud to be part of a philanthropic campaign to benefit Teen Cancer America (www.teencanceramerica.org), running in conjunction with the Quadrophenia Tour, November 1, 2012 through February 26, 2013.



The "Who Cares" campaign is a unique collaboration between Digigraph.me, UR Mobile, mGood and British Airways, brought together by [ePrize](http://ePrize.com), a digital engagement company across mobile, social and the web. With an objective of raising awareness and donations for Teen Cancer America, the "Who Cares" campaign allows fans to "activate" at the concerts and online, making donations via mobile web form, and then being entered into the grand prize drawing.

Teen Cancer America is a charity devoted to improving the lives of teenagers and young adults with cancer. THE WHO front men, Roger Daltrey and Pete Townshend, are bringing the cause to the United States after having worked with the UK's Teenage Cancer Trust (www.teenagecancertrust.org) for the past decade.

The campaign platform, developed by UR Mobile and mGood, gives fans an immediate way to donate by simply sending a text and filling out a short mobile web form. In return, they'll receive a personalized, digitally-autographed, Digigraph, "thank you" from THE WHO's Daltrey and Townshend. In addition, their entry will be included in the sweepstakes, administered by ePrize.

The grand prize, provided by British Airways, is a trip for two including a private box at the Teenage Cancer Trust concert in London as personal guests of THE WHO. The winner will travel in style on British Airways, with two-night luxury hotel accommodations and \$1,000 cash.

"This campaign is an example of the power of mobile, especially as it relates to its utility at live events," said Matt Wise, CEO of ePrize. "Recognizing that we all take our phones everywhere, it's an opportunity for marketers to run a multi-dimensional campaign that benefits consumers, brands and charitable organizations."

When asked about [Digigraph.me's](http://Digigraph.me) support of this special campaign, CEO Barry Berkowitz said, "As a lifelong fan of THE WHO, we're especially grateful for the opportunity to help the band raise much-needed funding and awareness for WHO CARES Teen Cancer America, all the while

thanking donors for their generosity in a memorable and truly meaningful way."

With the Quadrophenia Tour underway, tickets are still available at www.THEWHO.com. Fans who are unable to attend can still support the campaign and be entered to win the grand prize by texting "WHO" to 95323. More information about the "Who Cares" campaign can be found online at <https://tca.digigive.it/>.

About Digigraph.me, Inc.

Digigraph.me, Inc., based in Los Angeles, CA, empowers brand "activation" and broad audience engagement with patented, proprietary technologies that reward fans with instant, personalized and digitally autographed photos of their favorite celebrities, athletes, musicians and public figures, in every digital channel. Digigraph.me invites individual firms and agents that represent athletes, celebrities and/or brands to visit info@digigraph.me or www.Digigraph.me, for more information.

Click here <http://tryitnow.digigraph.me/> to get your own Digigraph of Global Brand Ambassador, Wayne Gretzky, or if you are using a US mobile phone, text **DGWAYNE** to **95323** and following the instructions in the text messaged replies.

About ePrize, LLC

ePrize is the global leader in digital and mobile engagement. The company's multi-channel engagement solutions enable the world's largest brands to continue the dialogue from web to social to mobile, all the way to POS on a single unified platform. Last year, more than 50% of the Fortune 500 and many world-class agencies relied on ePrize's creative, technology and legal services. Since 1999, ePrize has created thousands of promotions, CRM and loyalty campaigns in 44 countries for clients like Coca-Cola, Microsoft, The Gap, MillerCoors, Lenovo, NHL, Yahoo!, P&G and AT&T. Headquartered in Detroit, ePrize also has offices in New York, Chicago, Los Angeles and Seattle. ePrize acquired a division of Apollo Data Technologies in 2011, and Cellit, a mobile solutions company, in 2012. Catterton Partners, a consumer-focused private equity firm, acquired ePrize in August 2012.

About UR Mobile

UR Mobile's pioneering team of software experts provides powerful mobile solutions for organizations across enterprise and offers its mobile website creation and management platform, Ignite CMS, to Creative Agencies, who manage the mobile identities of some of the most well-known brands on the Web. <http://www.urmobile.com>

About WHO CARES - Teen Cancer America

Teen Cancer America is a non-profit organization founded on the principles of the highly successful Teenage Cancer Trust program in the UK, dedicated to improving the lives of teens and young adults with cancer. The mission of Teen Cancer America can be found on <http://teencanceramerica.org/about/what-we-do/>

About mGood

An innovator in the space of mobile technology for cause related activities, mGood provides access to an array of Mobile Marketing tools to promote mAdvocacy campaigns, which raise awareness and increase giving. As a licensed application provider offering text giving solutions to qualifying 501(c)(3) organizations, mGood also assists nonprofits with the MGF application, configures and submits programs for carrier testing, and provides controls, views and reports from within its online client portal tools. www.mgood.com/