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Hustle and TargetSmart Announce Strategic Partnership for 2016 Election

*-Combining an Authentic Texting Platform with The Largest Collection of Cellular Data-*

**WASHINGTON, D.C., October 11, 2016** – Today, Hustle and TargetSmart are excited to announce a strategic partnership for the 2016 election. This partnership will allow Hustle, this year’s breakout mobile technology, to capitalize on TargetSmart’s CellBase database, the nation’s largest collection of cell phone data built specifically for political and non-profit organizations.

TargetSmart’s CellBase database is an ideal match for Hustle’s users, marrying a personalized text messaging platform with the largest and most accurate collection of cell phone data. Hustle’s users will be able to leverage this database to engage with thousands of voters more efficiently than other forms of communication. The platform allows you to send 16 tailored texts in the time it takes to make one phone call, with three times the response rate.

“We’ve been impressed by the innovation Hustle has brought to campaigns this year, especially in the context of connecting with activists and voters through text messaging. Working together, we will be able to help our clients connect with more voters, have deeper conversations, and ultimately win” said TargetSmart CEO, Tom Bonier.

Hustle, made famous for transforming Bernie Sanders' grassroots strategy throughout the primary, is now working with some of the largest campaigns, nonprofits, unions and advocacy organizations across the nation.

"We know that today's voters, especially Millennials, crave authentic engagement. Hustle makes it easy for campaigns and organizations to engage in personalized, two way conversations with their supporters. Providing access to TargetSmart cell phones makes our platform even more powerful” said Roddy Lindsay, CEO and Co-founder of Hustle.

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**About Hustle**

Hustle is a peer-to-peer text messaging platform that provides organizations across the country with an affordable, efficient, and effective tool to reach their target supporters and customers. Hustle’s optimized texting work-flow enables users to send text messages in a fraction of the time it would take to send emails or make phone calls, with three times the response rate. Hustle queues each contact, one at a time, so every message can be tailored to the recipient. By facilitating two-way conversations, Hustle’s users can maintain genuine, personal dialogues with hundreds, thousands, and even millions of people. Learn more: [www.hustle.life](http://www.hustle.life)

**About TargetSmart**

TargetSmart is the industry-leading political and consumer data, technology, and consulting firm that provides custom, data-driven solutions that help campaigns, candidates, organizations, and companies achieve their goals. Their data services have supported every Democratic Presidential campaign, US Senate, US House and statewide campaign since 2008, and they’re proud to support the outreach and fundraising work for numerous non-profits and progressive organizations as well. Learn more: [www.targetsmart.com](http://www.targetsmart.com)