



Contact: Stephanie Jensen
Ph: (805) 685-3100 ext. 107
Fax: (805) 685-3330
stephanie@maps.com

Classified Concepts, Scripps lead the way in Mobile Classified Advertising

E.W. Scripps Company adds mobile text messaging component to classified advertising across 14 newspapers nationwide, using Classified Concepts' CCText™ Program.

Santa Barbara, CA [June 17, 2010] – Classified Concepts is pleased to announce its partnership with The E.W. Scripps Company. The Scripps Company will be utilizing CCText™, a mobile text advertising program for classifieds, across all fourteen of its daily and community newspapers.

CCText™ provides a cost effective way to deliver detailed information to readers via text message. The newspaper simply adds a textable code to each of its classified listings. Readers then can send this code via their cell phone, PDA, or other mobile device, and receive additional information, including location, price, advertiser contact information, photos, and even driving directions, directly to their mobile.

E.W. Scripps Company operates newspapers all across the country, including the Commercial Appeal in Memphis, the Knoxville News Sentinel, and The Ventura County Star in California. Ventura County Star (VCS) has been a flagship client of Classified Concepts offering the CCText™ mobile advertising program since March 2009.

Ventura County Star, launched 'VCS Text for More' over one year ago and since has had consistent and growing success with the mobile program. The rapid revenue growth that VCS has seen inspired E.W. Scripps to extend this mobile offering across all of their publications.

According to Nate Rodriquez, Director of Multimedia Training at VCS, "Newspapers have traditionally been behind the trends with regard to technology. That is, until now." He continues, "Every month when I see the usage reports that indicate that 17% of all of our classified ads are being accessed via a mobile device, I realize that finally we are bucking the trends and are ahead in the audience game. I am perplexed and intrigued that we are receiving a better response rate from mobile than even the online classified listings."

For VCS, text has helped advertisers reach a wider, more qualified audience, while providing readers with the information they need, when they want it. VCS's success has not only been the leading example for the Scripps paper group but it has confirmed the existence of a growing mobile audience and a brand new source of revenue for newspapers in general.

Looking forward to replicating VCS' success by launching CCText™ corporate wide, Amanda Hurley, Scripps Product Manager says, "I'm excited about our partnership with Classified Concepts. Their CCText™ program launches us into the mobile classified space and provides a great service to our



120 Cremona Dr Suite H • Santa Barbara CA 93117, USA • TOLL FREE 866.955.6277 • FAX 805.685.3330

readers. Classified Concepts has gone above and beyond to reach our needs; including assisting our product launch to our managers, providing sales materials and assisting our technical staff to ensure a successful program.”

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About Classified Concepts: Classified Concepts provides map based advertising solutions to print and online media organizations for classified advertising of Real Estate, Autos, Garage Sales, Entertainment and local marketplace programs. A leader in developing new technology for the newspaper industry, the company also provides text services for classified, retail, and newspaper marketing campaigns. More information can be found at www.classifiedconcepts.com. Classified Concepts is a division of Maps.com, the leading online supplier of cartographic products.