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Mogreet Debuts First-Ever Mobile Video Marketing Platform Across All Top U.S. Carriers Including Verizon, AT&T, Sprint & T-Mobile on over 200 Million Mobile Phones

Wed Nov 4, 2009 8:02am EST

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Hundreds of Millions of Americans Can Now Receive Targeted Mogreet Video MMS Messages From Marketers On Everyday Flip Phones or the Latest Smartphones, Including iPhone, Blackberry, Android and Palm Pre

NEW YORK, Nov. 4 /PRNewswire/ -- Ad:Tech -- Mogreet, the company behind the world's first mobile video messaging platform, today announced the debut of its game-changing mobile marketing solution, the Mogreet Mobile Video Marketing Platform. Mogreet's platform can deliver short format videos to more than 200 million U.S. mobile devices, while measuring the effectiveness and ROI of each campaign in real-time. Mogreet clients routinely experience open rates, video views and click-through rates 15 to 25 times higher than other forms of advertising media. And by virtue of the fact that mobile customers react to text messages in 20 seconds on average -- versus hours or days for email -- brands see results almost instantly. Marketers also benefit from the inherent virality of Mogreet Mobile Video Marketing, as mobile messages can simply and easily be shared amongst friends, which can result in 5 to 10 times additional reach.

"It's 1993 all over again ... only this time, rather than email, the race is on to harness mobile to build a direct relationship with the end consumer," commented James Citron, CEO, Mogreet. "The ability to deliver your message in video to just about every mobile phone in the U.S., and not just smart phones with Internet plans, means marketers are not forced to sacrifice reach when they add mobile to their marketing mix."

"Over 150 million U.S. consumers do not own a smartphone, and most have never seen a video on their mobile phone. With Mogreet, we have designed a way to reach these consumers and enable brands to communicate in rich, engaging media, creating an iPhone-like experience across all major cell networks and phones," explained Jay Goss, Senior Vice President of Sales and Marketing, Mogreet.

Mogreet is expanding marketers' reach by harnessing the power of over four-billion text messages sent each day in the United States from consumers of all ages, including adults 35-44 who now send more texts than place calls. Mogreet's platform has been utilized by leading brands in numerous verticals from hospitality -- including the launch of a sixty-property line of hip hotels -- to apparel, retail and entertainment, with four #1 box office film releases.

For additional information, please visit www.mogreet.com, or text 'Media' to 21534.

About Mogreet

Mogreet is the world's first mobile video marketing platform, enabling marketers to combine the expressiveness of video with the ubiquity of text messaging to create the most effective way to communicate to over 200-million mobile phones across all major carriers in the United States. Founded in 2006, the company has raised \$7MM USD in venture capital from Ascend Venture Group, Black Diamond Ventures, DFJ Frontier and Spyglass Ventures. Mogreet is headquartered in Venice, California.

SOURCE Mogreet

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