PRESS RELEASE:

NEW TXT SERVICE LETS BUSINESSES REBRAND REAL TIME FLIGHT INFO

Released August 28th 2008

Airport and airline users in New Zealand can now txt airline flight numbers to a special txt service called FlightCHECK and receive instant arrival and departure flight information - including delays and cancellations.

As well as being targeted at consumers, FlightCHECK is also being marketed as a service available under licence to companies and organisations such as airlines, travel agents, hotels, airport shuttle operators, taxi companies etc. who wish to use FlightCHECK or rebrand and augment it with their own sales and marketing information - providing a unique experience tailored to their own customers.

FlightCHECK launches this week (week commencing Aug 25th) in New Zealand.

How it works:

To use the service, users simply txt their airline flight number to the FlightCHECK txt number, 8808. Web users can also search for flight numbers or look at all New Zealand airports' departures and arrivals online at http://FlightCHECK.co.nz

The FlightCHECK software takes the txt or online request and the relevant flight information is returned within seconds via txt or the web, with a marketing message of up to 60 characters appended to the flight info.

Sample TXT Message:

Flight NZ1 is ONTIME

Departure from AKL @ 0900 - Arriving CHC @ 1100

** The Heritage Christchurch, rooms from $99 ph: 03 3779722 **

"To know your marketing spend is reaching your target audience is crucial," says FlightCHECK Director, Sam Allen.

"Using FlightCHECK, you can directly market into a specific core audience. You know where people are travelling and that it's by plane, so you can target appropriate travel-related information - to an audience you know will be readily receptive."

Continuing growth in air travel makes this a market well worth servicing. For instance, New Zealand

residents undertook 1.96 million overseas trips in the year ended October 2007. That number has more than doubled over the last fifteen years.

"Since the customer has requested the flight data, he or she will be more receptive to added value marketing information tagged on to the end of the TXT message," saya Allen. "So it's definitely more bang for your marketing buck."

"The commercial opportunities offered by FlightCHECK give businesses a great deal of control and flexibility," says John-Daniel Trask, the FlightCHECK CIO. "While providing a timely and relevant service, FlightCHECK simultaneously empowers your own company's marketers and PR teams to directly control what is communicated to customers, without needing to wait for third parties to make those changes for you. You control everything through a simple online interface which is available 24/7, 365."

For consumers, txts cost 50c - which is clearly a small price to pay (especially for business travellers) compared to needlessly waiting around for a late flight, getting up early to get to an airport only to find out your flight is delayed or making a wasted journey to the airport to pick someone up.

Unlike other flight checking services, FlightCHECK can also be used to summon most flight information in Australia, the Americas, and a majority of Europe and Asia, so if travellers have connecting flights outside New Zealand they can check to see if those connections are on-time etc.

PRESS RELEASE ENDS

BACKGROUND INFORMATION FOR EDITORS

Interviews with FlightCHECK personnel should be directed to:

John-Daniel Trask, CIO E: jd@mindscape.co.nz T: 021 434 957 or

Sam Allen, Director E: sam@youtxt.co.nz T: +35 3 851 763577 (currently in Eire)

Hi-res pix of cellphones with FlightCHECK messages displayed, staff headshots and website screen grabs are available from http://youtxt.co.nz/FlightCHECK/media.htm

Journalists can try out FlightCHECK as described above for 50 cents a txt, or at no charge by txting flight numbers to the following long code tel no:

021 0001021010119009.

THE FLIGHTCHECK SOFTWARE

The FlightCHECK software has been designed and developed by Kiwi company YouTXT Ltd, and is the only flight information service of its kind currently available in New Zealand. Other services are either carrier

specific (e.g. Air New Zealand flights only) or airport specific (e.g. Auckland Airport only). FlightCHECK covers every airport and every air carrier within New Zealand.

FlightCHECK leverages the same proven SMS platform built and operated by YouTXT. With flight data being provided by the industry's leading flight statistics provider, users can be sure they are getting reliable and timely flight information every time. Hosted by one of New Zealand's leading hosting companies, the system is built using Microsoft ASP.NET and SQL Server.

The FlightCHECK system is hosted on an enterprise level system for mobile messaging and hosting, ensuring that the system can handle thousands of requests at a time, and deliver responses within seconds. The flight information returned is for the next flight leaving or arriving with that tail/flight number, i.e. NZ423. It is a same/next day service - not a weeks in advance notification service.

For a full business and technical explanation of FlightCHECK see http://tinyurl.com/6pl8ce

YOUTXT LTD.

The FlightCHECK product was created by YouTXT Ltd. YouTXT offers the only non-subscription, no-fee, TXT-based marketing and information service in New Zealand.

The system works by clients creating a unique code and message using the YouTXT website - then sharing it. The website is connected to the Telecom and Vodafone mobile networks so that when people TXT the Code to the YouTXT number, they receive the client's message on their mobile phone. Anyone can TXT the client's code to 8808 for 50c and get the message the client wants to share.

Example - An ad in a magazine or newspaper, on radio, TV or the web, or even on a billboard, can invite people to instantly enter a competition. The ad says "Txt WINATRIP to 8808 for 50 cents to go into the draw!" The customer receives a return txt saying, "You're in the draw to win a trip to FIJI. Prize drawn next Tuesday..

Business journalists can try out YouTXT by using the following:

Login email:guest@youtxt.co.nz

P/word: password

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