



## **CellTrust Harlem Success, Obama for America Mobile, and Dove Fresh Takes, Named MMA Global Mobile Marketing Awards Finalists**

*CellTrust SMS Program Helps Harlem Success Academy Charter School Build Community and Change the Educational Landscape in the Heart of New York City*

**Scottsdale, Ariz., Nov. 3, 2008** – [CellTrust™ \(www.celltrust.com\)](http://www.celltrust.com), a leading provider of secure mobile messaging and applications, announced today that it has been selected as a finalist in the Mobile Marketing Association's (MMA) Fourth Annual Global Mobile Marketing Awards presented at the Annual Global Awards dinner and ceremony on November 13 in San Diego, concluding the MMA's Mobile Marketing Forum <http://www.celltrust.com/products/sms-gateway/celltrust-harlem.html>

CellTrust was selected as finalists for its project with the Yearling Harlem Success Academy Charter School, who saw parental involvement soar from less than five percent to more than 95 percent after implementing a SMS program in lieu of notifying parents of important information via more traditional methods.

"CellTrust is honored to be among such prestigious mobile campaigns as Obama for America and others that are clearly leading the charge in mobile marketing programs," said Sean Moshir, CEO of CellTrust. "We are proud of our work with the Harlem Success Academy as part of our ongoing commitment to social responsibility. We look forward to using our technology to help companies secure content via SMS and bring communities together."

CellTrust's world-class SMS Gateway currently provides Harlem Success Academy with hosted web-based mobile messaging portal that allows the school to expand and tailor its communications program to meet the charter school's growing mobile messaging and marketing needs on a daily basis. Many of the families within the Harlem Success community do not have access to a land-line telephone, a computer, or a permanent mailing address. School administrators quickly identified the mobile channel as the most effective way to inform and engage parents and students. Further, because of the ubiquity and user familiarity with the SMS channel, the parent community was able to engage immediately without lengthy instruction.

So successful was the mobile channel in effectively reaching the Harlem community that when it came time to open three more schools two years later in August 2008, the leadership at Harlem Success once again successfully utilized the mobile relationship to manage the entire enrollment process. 3600 applicants for 600 spots were invited via text message to attend the student admissions lottery to find out if their child won. Thanks in part to this mobile marketing solution, the lottery had 5000 in attendance and was the largest charter school lottery in New York State history. The three new Harlem Success Charter Schools opened on August 27, 2008 on time with a strong parental relationship and bond in place. What began by serving 155 students in 2006 has now grown to nearly 1,000.

“The MMA’s 4<sup>th</sup> annual awards program includes some of the industry’s most exciting mobile marketing programs, and we commend CellTrust on its nomination as a finalist in this year’s program,” said Laura Marriott, president of the MMA. “We look forward to announcing our winners at our Mobile Marketing Forum in San Diego on Nov. 13.”

The MMA received submissions from companies around the globe across 12 categories. Finalists were selected by the MMA Awards Selection Committee that includes global industry leaders from wireless carriers, technology and content providers, agencies and industry publications.

### **CellTrust’s award winning year**

Already designated for three different awards for technology innovation during the first two quarters of 2008, on March 25, 2008, the CellTrust SecureSMS™ Gateway was selected as a finalist in the Third Annual CTIA Emerging Technology Awards. The E-Tech Awards program gives industry recognition and acknowledges the best wireless products and services. Just one month later on April 29, 2008, CellTrust was named winner of the annual FierceWireless “Fierce 15” list, designating it as one of the top wireless companies of the year. And finally, on May 13, 2008, xchange selected CellTrust as a finalist to receive the Best of WiMAX World EMEA 2008 Industry Choice Award for its global [Secure SMS Gateway](#). In addition, CellTrust was recognized as one of the 2008 *Comerica Bank Arizona Companies to Watch* just this month in Phoenix.

### **About CellTrust Corporation**

CellTrust is a leading provider of secure mobile messaging and applications. CellTrust's patent pending Secure SMS Gateway™ featuring Secure SMS and a suite of mobile applications provide advanced secure mobile messaging and information management solutions across 218 countries and over 700 carriers. CellTrust ensures the secure and trusted exchange of information on mobile devices to the financial services, healthcare, government, education, energy, information technology, marketing, and travel, among other global industries. For more information, visit [www.celltrust.com](http://www.celltrust.com).

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