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Mobile Commons Appoints Anthony Riscato as CEO and Expands Client Roster

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Mobile Commons` Mobile Messaging Platform Provides Innovative Solutions to Marketers and Agencies for Mobile Campaign Management
NEW YORK--(Business Wire)--

Mobile Commons, Inc., a pioneer of easy-to-use technology for mobile marketing campaigns, today announced the appointment of Anthony M. Riscato as its Chief Executive Officer. In addition, the company announced that it is expanding its partnerships with agencies on mobile marketing campaigns, leveraging its robust technology platform. Mobile Commons` platform is designed to comprehensively manage mobile communications programs in one interface. The intuitive Web-based user interface and APIs seamlessly integrate SMS, voice and Web applications with CRMs and databases, enabling companies and agency partners to quickly launch scalable mobile marketing campaigns with robust analytics and reporting. The platform also integrates Twitter, Facebook applications, Flash widgets, and geo-location features. The company has a growing roster of clients, including Credo Mobile, Service Employees International Union (SEIU), Oxfam International, Andre Agassi Foundation, New York City Department of Public Health, Care USA, National Association of Realtors and most recently, the National Basketball Association's (NBA's) Sacramento Kings.

"As a mobile company, we have a really good idea of the strengths and weaknesses of vendors in this space," said Becky Bond, director at CREDO Mobile. "Hands down, Mobile Commons makes the most powerful and yet easiest to use tools of any company big or small. The platform is just excellent and the attention you get as a customer is top notch."

As CEO, Riscato, a 15-year interactive marketing veteran, will guide the company through its next phase of development, building on its tremendous growth over the last two years. Prior to joining Mobile Commons, Riscato was general manager at Covario, the leader in interactive analytics focused on Global 2000 companies. From 2003 to 2007, Riscato was general manager at Innovation Interactive, a performance marketing company, overseeing business development, operations and product management. In 1998, Riscato joined DoubleClick, where he spearheaded the international operations launch of DART for Advertisers (DFA) based in London.

"Anthony's deep expertise in interactive marketing, operations and managing hyper-growth companies is a perfect fit for Mobile Commons," said Jed Alpert, founder and chief strategy officer. "Our focus on easily connecting and integrating SMS to brands, non-profits and advocacy groups continues to be a clear advantage for us, and Anthony's background will be critical to our continued growth and further collaboration with agency partners."

Mobile Commons` award-winning Mobile Messaging platform has powered hundreds of successful mobile campaigns in the brand advertising, advocacy, political and charitable giving sectors. The integrated platform includes:

- * mCommons - offers a wide-range of features that enables marketers to integrate mobile messaging into campaign strategy, website, and CRM tools.
- * mConnect - innovative voice application that easily ties in with email, Web, and mobile campaigns. mConnect enables marketers to play pre-recorded audio messages before connecting users to any number, particularly relevant to targeted call-in campaigns.
- * mCast - take incoming messages and project them onto any screen, at live events, or into widgets and sites across the web
- * mData - allows a marketer to upload a spreadsheet or connect to a database and make it instantly accessible from any mobile phone so that consumers can access information while on the go. Includes powerful geo-location technology.
- * Mobile Giving - enables mobile donations and fundraising via text messages that can be billed directly to donors` mobile phones

"The Mobile Commons team has built an outstanding mobile platform that is a truly unique and powerful medium for brands and their agencies to connect and engage with audiences," said Riscato. "SMS remains the `killer app` on mobile phones, and I'm excited to help Mobile Commons continue to lead the way in the marketplace."

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