

St. Petersburg Times, Tampabay.Com and Crisp Wireless Launch New Mobile Site with Major Advertiser in Time for the Super Bowl

NEW YORK – Jan. 27, 2009 – Crisp Wireless, the leading provider of [mobile publishing and advertising solutions](#) for premium brands, has been tapped by Florida’s top newspaper, the St. Petersburg Times, and its award-winning Web site [TampaBay.com](#) to create and power the new [TampaBay.com mobile site](#) (<http://m.tampabay.com>).

The [TampaBay.com mobile site](#) will serve as the ultimate guide to local events for [Super Bowl](#) festivities – from Ybor City in Tampa to downtown St. Petersburg and the beaches. In addition to powering the TampaBay.com mobile site, Crisp Wireless will provide mobile ad serving, campaign management and creative services.

The TampaBay.com mobile site will feature Tampa Bay news, sports, information about local and Florida politics, entertainment, events, business, traffic, weather and access to any and all information visitors to the Tampa area need to enjoy their stay. Users also can set up news alerts on their mobile phone by going to <http://m.tampabay.com> or by going to <http://tampabay.com/mobile>.

The TampaBay.com mobile site will launch with a national brand advertising sponsor, linking the mobile sponsorship with its Super Bowl advertising campaign. The advertiser landing site will fully launch on February 1, 2009. TampaBay.com’s mobile site will offer local and national advertisers the ability to target readers through banners on specific sections, such as sports or entertainment, as well as run-of-site sponsorships. In addition, advertisers will be able to run ads inserted into SMS news alerts.

“Crisp Wireless is thrilled to have been selected by TampaBay.com to expand its footprint into the rapidly evolving mobile space,” stated Tom Foran, Chief Revenue Officer, Crisp Wireless. “With the biggest sporting event of the year rapidly approaching, the new mobile site was designed to accommodate the thousands traveling to the Tampa area, providing them with information about local events, entertainment, restaurants, and, of course, everything they need to know about the big game.”

“We’re excited to be able to serve hundreds of thousands of local mobile users who want Tampa Bay news and information about the Tampa Bay area while on the go,” said Stephen Buckley, publisher of TampaBay.com. “As *the* dominant Tampa Bay newspaper, we have always had excellent content. Now, we’ll be able to deliver it anytime anywhere – something we think both local users and advertisers will benefit from,” he added.

About Crisp Wireless

Crisp Wireless powers mobile websites and provides advertising services for the largest, premier mobile publisher networks, attracting one-third of mobile web users in the United States across channels such as news, local, sports, and women's lifestyle. The Crisp Wireless Publisher Network has more than 200 mobile web sites from more than 45 major media companies and their brands including TIME Mobile, NBC Sports, The Huffington Post, Perez Hilton, A&E Television Networks, USA Today, Discovery Communications, and Paramount Pictures, among others. The company also publishes the [Crisp Wireless Index](#)TM, providing quarterly data on mobile traffic and consumer behavior across its network.

About the St. Petersburg Times and TampaBay.com

The *St. Petersburg Times* is Florida's largest newspaper with an average circulation of 390,289 Sunday and 268,935 daily (ABC publisher's statement 9/30/08). Considered one of the top ten newspapers in the country, the newspaper has six Pulitzer Prizes to its name.

TampaBay.com is Tampa Bay's largest local news Web site, with a combined local and national audience of 1.6 million unique visitors each month (Nielsen//NetRatings average for 4/08-9/08).

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