



## **HypeWifi launches unique question-based Wi-Fi advertising platform that offers advertisers a new way to reach their target audiences; FileBanc among the first to advertise**

HOUSTON, TEXAS--August 7, 2006—HypeWifi, Inc., a provider of corporate-sponsored Wi-Fi hotspots, announces the launch of the HypeWifi Advertising Platform, a unique and targeted advertising platform based on demographics and user behavior. Utilizing HypeWifi's existing base of Wi-Fi hotspots, advertisers can gain exposure to a targeted demographic and can gather marketing feedback through its unique question-based logon. Through the use of a dynamic engine, users are asked marketing questions before being allowed to access the Internet. FileBanc, an online backup software company, will be the first company to utilize the advertising network. Other companies wishing to advertise on its network can visit [www.hypewifi.com](http://www.hypewifi.com) or contact [info@hypewifi.com](mailto:info@hypewifi.com). Locations wishing to offer free Wi-Fi to its users, can also visit [www.hypewifi.com](http://www.hypewifi.com) for more information.

### **Reaching a highly sought after demographic and an exact customer**

Users accessing the Wi-Fi network hotspots (or "Zones" as HypeWifi calls them) are not asked personally identifiable information but merely a single marketing question. Once the question has been answered, the user can browse the Internet for free. "Since November, 2005, we have been rolling out hotspots, and the users who have accessed our network have told us that they do not mind giving an answer to a marketing question for the privilege of using our Free Wi-Fi service," said Tim Heckler, President of HypeWifi. "In fact, we have found that users appreciate what we are doing. Wi-Fi should be free everywhere, and we could see the huge marketing opportunity that was being lost through both pay services as well as do-it-yourselfers. We have a captive audience that is considered by traditional media advertisers to be the 'lost demographic'. Now that we have found them, we ask the advertisers, 'What do you want to ask *them*?' " Sean Stoner, CEO of FileBanc ([www.filebanc.com](http://www.filebanc.com)), has lots of questions to ask potential customers of his company's online backup service. "The ability to ask specific questions and then target those users' future logins with follow-up questions based on their last answer is tremendously valuable. The fact that I can view detailed reports on users' behavior and map those to answers I've received is something that just can't be done anywhere else," adds Stoner.

HypeWifi's advertising platform can also deliver ad campaigns to targeted users of the hotspots via its proprietary and patent pending behavioral analysis and delivery system. Advertisers can deliver question-based campaigns to users who visit specific categories of web sites, such as shopping, social networking, sports, etc.

### **HypeWifi offers venues who wish to offer its customers free Wi-Fi a managed and secure service as well as a unique marketing opportunity.**

Qualifying locations are provided free Wi-Fi hardware, service and support. Locations can present their patrons with a custom portal web site containing location specific information such as menu items, business pricing and product information, maps, contact information, news, etc. This new customer touch point presents a large marketing opportunity, viewed both from within the establishment as well as the area surrounding the location. Locations gain additional revenue opportunities through providing free high speed Wi-Fi access to their customers. Locations can edit their site content and view usage statistics using HypeWifi's web-based administration console. Users who access any of HypeWifi's hotspots are also offered a free downloadable

Secure Access Client that encrypts the data between the user's computer and the access point. "We have found that locations really love the fact that their Wi-Fi is managed by a professional provider. The venues also feel that our platform offers them a unique way to let people know more about the locations' services," says Heckler. "It's an easy proposition, and the security options are not found in most free Wi-Fi hotspots without a cost to the consumer. Free should be free."

**HypeWifi's Platform provides advertisers with a new media touch point along with valuable feedback tools not available through other media outlets**

Sponsors using the platform can create an unlimited number of marketing questions to be used in advertising campaigns and an unlimited number of advertising campaigns. Immediate results are provided to advertisers including: Wi-Fi usage, behavioral data reports and direct campaign feedback. Sponsors can access and manage hotspot and advertising information via HypeWifi's web-based administration console.

**About HypeWifi, Inc.**

HypeWifi, Inc., based in Houston, Texas, is a wireless technology integrator and marketing platform company providing advertisers and hotspot locations with targeted wireless marketing solutions. HypeWifi installs and maintains wireless Internet access points (or HypeWifi Zones) in advertiser-subsidized locations throughout the world. The company provides the hardware, software and management services and tools—giving advertisers a unique way to target specific consumer audiences and demographics using powerful direct response technologies delivered through free wireless Internet access points (WAPs).

HypeWifi, Inc. was founded in 2004 to create an innovative solution for marketing to consumers through the use of advertising-subsidized Wi-Fi hotspots in locations such as doctors' offices, car repair locations, bars and restaurants, or anywhere there is a substantial wait time. The solution was designed by HypeWifi's founders to create a convergence between the Wi-Fi and advertising markets. HypeWifi's Patent Pending Advertising Platform delivers free Internet access to consumers and direct response feedback to advertisers. For more information about HypeWifi, please visit [www.hypewifi.com](http://www.hypewifi.com).

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