

FOR IMMEDIATE RELEASE

April 21st, 2008

Pocketstop launches text messaging program called **text4cure** designed to use cell phone text messages to raise money for cancer research

DALLAS, TX (April 21st, 2008) – **Pocketstop** today announced the general availability for users to register for the service, which allows people to donate money for cancer research using their cell phone.

Background

text4cure was started in 2006 by Brian Teague using technology created by **Pocketstop**, which is a Pocket Marketing™ company he co-founded along with Daniel Wagstaff in 2006. Recognizing the need for an easier way for people to donate money for cancer research, Brian is using **Pocketstop's** technology along with the viral effect of text messaging to not only increase awareness of cancer in general, but to easily and instantly raise money to fund research to eventually find a cure.

How it works

The service uses **Pocketstop's** proprietary technology along with Premium rate SMS text messaging programs to raise money for cancer research. **Pocketstop** then donates the money to pre-screened cancer research foundations who in turn allocate the monies to fund cancer research programs.

First organization named

The first organization to work directly with **text4cure** is the GIST Cancer Research Fund (GCRF). GIST is a rare form of cancer that strikes over 5000 people each year. It is also one of the first cancers to respond to newly developed drugs instead of traditional techniques such as radiation and chemotherapy. "We are humbled yet very excited to be working with Pocketstop. This is a revolutionary idea that will help thousands if not millions of cancer sufferers and their families. One life lost is one life too many, stated Tania Stutman – GIST Patient and Chairperson of the GIST Cancer Research Fund. "This is only the beginning. We plan to use this service to raise money for other forms of cancer such as breast cancer and colon cancer, stated Mr. Teague." By using text messages and ordinary cell phones we can increase awareness and raise money the instant people feel compelled to donate."

What can you do?

By sending a text message with keyword **join text4cure** to short code **70734**, you can pre-register to donate between \$5 to \$10 for cancer research. We will then send you a text message on the 23rd of October. Simply reply to the text message and you will instantly donate money for cancer research. The donation will then show up on your cell phone bill.

About Pocketstop

Pocketstop is a full-service **Pocket Marketing (Mobile Marketing)** company focused on delivering content, information, special offers and exclusive event access to the third screen. The company's services range from text only campaigns to providing rich media campaigns with enhanced graphics and unparalleled reporting capabilities. Capitalizing on the benefits of text messaging, **Pocketstop** delivers mobile content to user's who have requested it. For more information on **text4cure**, please visit http://www.pocketstop.com/ps_text4cure.htm.

About GCRF

GCRF is about many things, all of which pave the way toward finding a cure for GIST. GCRF is about bringing together the GIST community toward a common goal, a goal that has become it's name, GIST Cancer Research Fund. GCRF is about keeping it simple. Doing the up-front work necessary to find the GIST researchers and then make sure that your donations make a difference right down to personally delivering the checks and visiting the GIST researcher's labs. For more information on GCRF, please visit <http://www.gistinfo.org>.