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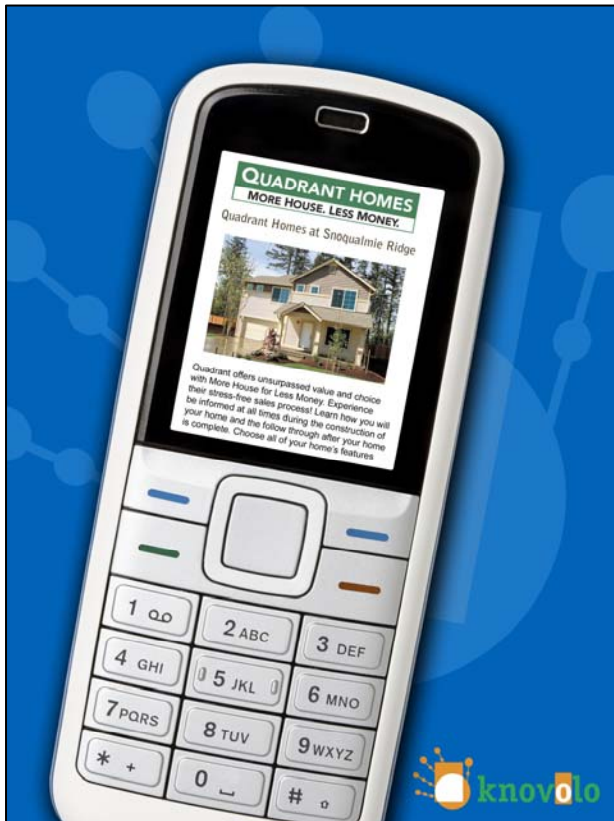
Seattle Startup Signs Quadrant Homes to Text Messaging Program

SEATTLE: After last month's announcement of its new Text Link service, Seattle-based startup Knovolo has signed a deal with Quadrant Homes, the largest home builder in the Pacific Northwest.

"We were looking for a company to help us launch a text messaging marketing campaign," says Celeste Murphy of Quadrant Homes. "Knovolo offers that, and more."

Greg Bouwens, CEO and founder of Knovolo, explains that traditional marketing methods such as flyer boxes, 800 numbers, and open house balloons are becoming

outdated and should be supplemented with more modern methods to appeal to the ever-growing demographic of tech-savvy buyers. Knovolo's service combines text messaging with specialized Mobile Web content to provide a powerful new avenue to communicate with buyers.



"By simply sending a text message, consumers can get information about a specific property or promotion and view a Mobile Web version of the brochure or Web site," Bouwens continues. "One of the great things about our service is that it gives buyers immediate access to detailed information without having to remember a Web site and look it up on their computer at home."

"Quadrant Homes is really enthusiastic about our service because it lets them track the effectiveness of their marketing efforts. They are already starting to incorporate our service into their

existing print campaigns, and will be rolling our offering into other media, and into their new campaigns, throughout the year.”

Consumers access the information by sending a text message to a short code that is mentioned in a marketing promotion. Here is an example:

Text **SRIDGE1** to **732589** (REALTY)

This call to action can appear on-site, in mailings, magazines, newspaper ads, brochures, banners, on the radio or TV.

About Knovolo: Founded in 2005, Knovolo is a Mobile Web service provider based in Seattle, Washington. Our proprietary Content Management System (CMS) lets us make your Mobile Web content look good and load quickly on darn near any mobile device. Our text messaging platform lets us set up your text marketing campaigns in hours, not days or weeks. Knovolo – the clear leader in text and Mobile Web marketing solutions.

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