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HARRIS CONNECT RE-LAUNCHES MOBILE PLATFORM **Organizations now have more flexibility on the mobile services they select**

Chesapeake, VA (June 17, 2010) – Harris Connect, the market leader in providing non-profits with the widest array of solutions to engage members, increase participation and generate revenue, announces today the re-launch of its mobile platform – Harris Connect Mobile.

Originally launched in the second quarter of 2009 for the higher education market, organizations using Harris Connect mobile were required to sign up for SMS, a WAP (mobile internet) site, and a Mobile App. Now with greater versatility, clients have an a la carte option, thereby selecting the service(s) that best meet their needs.

Organizations can opt to deploy messages via SMS, create a WAP site or just create a mobile application, any of which would support the organization's brand – giving one more opportunity to keep the organization "top of mind" with constituents and affinity partners. Constituents then have the ability to select the content they wish to receive. To further personalize and brand mobile communications, Harris Connect gives organizations the ability to incorporate graphics and audio, such as a fight song. They can also add links to bookstores, an RSS feed for athletic scores with links to purchase tickets, maps, polls and surveys and much more. There is even an opportunity to create new revenue streams through giving, promoting special offers, and selling ad space to affinity partners.

Using the Harris Connect Mobile platform, Georgetown University launched a WAP site and mobile application for their Founder's Day weekend. Included in the app were imbedded links to weather, Washington, D.C. dining, Google maps and more.

"We continue to see the amount of alumni accessing our web content by smartphones increase exponentially. The key for our success with the Harris Connect mobile product was to find the right impetus and content that would drive busy alumni to download and use our mobile application. The Harris Connect team partnered with us to develop and build a unique program around one of our signature events. We received a very positive response from our alumni constituents," said Teresa Jefferson, Director of Interactive Communications at Georgetown University.

As mobile marketing has exploded over the last year with the introduction of smartphones like the iPhone, Android and others, people today are using their cell phones and mobile devices for much more than just voice communications including text messaging, accessing the Web as well as downloading games, applications and music. The use of mobile devices as an information source is being adopted faster than any other new technology, including the Internet.

About Harris Connect

Harris Connect provides non-profits with the widest array of solutions to engage members and generate revenue. Their products and services include commemorative publications which include member-generated content, historical articles and contact information; research services to update email, phone and mailing address data; innovative online communities which include email marketing, online giving, event registration and other applications; mobile marketing services, and fundraising. Harris Connect serves more than 4,000 non-profit organizations worldwide including top educational institutions, associations and organizations. The company is headquartered in Chesapeake, Virginia with offices in New York and Texas.

For more information about Harris Connect Mobile in particular, simply text HARRIS at 258664 or go to harrisconnect.com/mobile. For general inquiries, send an email to moreinfo@harrisconnect.com or call 1.800.326.6600.

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