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### **Second Street Media Solutions' UPICKEM Introduces First iPhone-Friendly Contest for Local Media**

**St. Louis, MO – Feb. 26, 2009** – Second Street Media Solutions introduced today the first iPhone-friendly application for local newspapers, TV and radio stations to host their own mobile sports contests.

More than 400 local media properties are slated to use this new iPhone web application beginning March 15 when they start hosting Second Street's UPICKEM online college basketball contest, according to Co-Founder Doug Villhard.

The UPICKEM online contest – both on the iPhone and on the web – features the local media's own branding and advertising and enables players to make and follow their picks right on their phones.

"The online basketball contests have always generated a lot of interest for us and our listeners." said Ron Cariker, Director of Marketing & Interactive for Citadel Broadcasting, Oklahoma City. "But we are especially excited this year because

more of our audience is getting the news through their mobile phones. We now have another way to engage them at our site and another way to provide value to our sponsors."

The iPhone-friendly game is included in all of UPICKEM's packages, takes no additional time to set up, and works on other smart phones like Windows Mobile and newer BlackBerry models like the BlackBerry Storm.

Online contesting participation has doubled in the last year, according to Second Street Media Solutions, which had 193 media properties hosting the UPICKEM basketball contest last year and expects more than 400 local newspapers, radio and TV stations to line up local advertisers and sponsors and host the game next month.

Online promotions, including contests, are slated to triple by 2012, both through mobile and web, according to local advertising expert Borrell Associates.

About Second Street Media Solutions:

Through the UPICKEM Custom Contest Engine, Second Street Media Solutions provides revenue-generating and audience-building contesting software to hundreds of the nation's largest media companies, promotions agencies and corporations. For more information, visit

[www.secondstreetmedia.com/UpickemHome.aspx](http://www.secondstreetmedia.com/UpickemHome.aspx)

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