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ONE Campaign and Mobile Accord Begin New Era of Member Communication Via Mobile Messaging

WASHINGTON DC -- ONE: The Campaign to Make Poverty History announced today it will partner with Mobile Accord, the nation's leading mobile technology company, to launch a new suite of advanced member contact solutions designed to connect ONE with its supporters via the mobile phone.

The new suite of mobile solutions will allow ONE to capture contact information for its grassroots supporters such as mobile number, zip code and e-mail through a permission based, text messaging opt-in system. This turnkey mobile program will be seamlessly integrated with the organization's premiere member relationship management database allowing ONE to easily create, manage and track mobile campaigns in-house. These mobile messaging campaigns will include time sensitive organizational updates, volunteer opportunities, advocacy alerts, event invitations, petitions, flash polls and other features.

"The move to make mobile an integral part of our day-to-day outreach efforts aligns perfectly with what makes ONE so effective and different from other organizations," said Kimberly Cadena, ONE Campaign spokesperson. "Since the beginning, the ONE Campaign has engaged its grassroots supporters through mobile technology. ONE prioritizes communication with its grassroots supporters and utilizes the internet and the latest technology to provide the latest, most complete information possible. Mobile Accord's technology will allow ONE to increase the information and opportunities we are able to provide to our grassroots supporters."

There are now over 200 million mobile subscribers in the United States. The mobile phone is now used for much more than just voice calls. In fact over 75 million Americans are now classified as weekly users of mobile data, meaning they are using their mobile phones to

communicate in new ways. As an example, 15 billion text messages are sent each month in the US alone.

"Mobile is a great way to extend the ONE message and allow grassroots supporters to interact with the organization at the moment their important message has top of mind awareness. This new and innovative channel will create another valuable touch point between ONE and its supporters," said Tony Aiello, Senior Vice President of Business Development for Mobile Accord.

About ONE

ONE: THE CAMPAIGN TO MAKE POVERTY HISTORY is a new effort by Americans to rally Americans -- ONE by ONE -- to fight the emergency of global AIDS and extreme poverty. ONE is a coalition of millions of people and more than 100 of the nation's leading relief, humanitarian and advocacy organizations. **For more information, please visit:** www.ONE.org.

About Mobile Accord. Inc.

Mobile Accord, Inc. (MAI) is the nation's leading Mobile Application Service Provider/Cause-Marketing Agency dedicated to helping major non-profits, political organizations, universities, faith based organizations and corporate cause-marketers understand and benefit from the power of mobile technology. We help our clients use SMS text messaging and mobile content to expand programs such as constituent outreach, volunteer recruitment, donor acquisition, day-to-day fundraising and many other community assistance efforts.

MAI is widely acknowledged as the first company to bring full service end-to-end mobile solutions to major nonprofits in the United States. MAI powers mobile programs for many premier organizations such as ONE: The Campaign to Make Poverty History, United Way of America, Public Broadcasting Systems (PBS), American Society for the Prevention of Cruelty to Animals (ASPCA), Harvard University, International Fund for Animal Welfare (IFAW) and America on the Move along with many others. Additionally, MAI powers mobile programs for several partners and clients from the world of media, entertainment, and consumer services, including multiple "A-List" concert tours, major daily newspapers, and nationally distributed television networks. For more info on Mobile Accord, Inc. please visit www.mobileaccord.com or call Tony Aiello at 303-531-5505.

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