

Text messaging is making a strong impact in stadiums and even local sporting teams Nationwide, and San Diego is the first to sign up with Chatter™ Inc.

San Diego Sports Arena Goes Mobile

9/06/2004- Chatter, Inc., San Diego based and leader in mobile content applications, has teamed up with the San Diego Sports Arena and the San Diego Gulls using an exciting new communication tool, text messaging. All you need is a text enabled mobile device (i.e. cell phone) to open up a whole new way of communicating with the Gulls and the Sports Arena.

"The Gulls are very excited about reaching our fan-base through this unique innovative text messaging campaign. We're hoping in the future the Gulls can enhance our opportunity to reach out and help the community with the use of Chatter" said Brad Belland, Vice President San Diego Gulls

You will see Chatter posters displayed all over the San Diego Sports Arena in an effort to educate and entertain guests through simple text messaging with on demand mobile content. It's easy! Participants can create a new text message from their mobile device by typing in the word "**GULLS**", and sending the text to 619-519-2314 to opt-in for services.

"People in our arena have a lot to say. I am so glad that Chatter has allowed us to provide them with another way to say it" said Greg Olmen, Director of Marketing and Game Operations for the San Diego Gulls.

The San Diego Sports Arena now caters to the community with their interests in concerts, sports and family events. To find out more about this exciting new technology, visit www.sandiegoarena.com or www.sandiegogulls.com.

This is new technology to the United States, but Europeans and Asians have been using and enjoying text messaging at a far more advanced level than the United States for years. It's time for us to catch up. Check out the Chatter website, www.2chatter.com, to see how SMS technology can work for you.

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