



## UNIQUE ADVERTISING STRATEGIES

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**FOR IMMEDIATE RELEASE**

### **Unique Advertising Strategies Teams Up With Central Ohio Crime Stoppers Crime Stopper Organization Uses Text Messaging for Anonymous Tips**

Columbus, Ohio, October 9, 2007 – Unique Advertising Strategies, the first fully supported text message marketing company, has launched a partnership with Central Ohio Crime Stoppers in an effort to eliminate crime via anonymous tips. Unique Advertising Strategies uses a web based system to send and receive messages and has connectivity to all major and many minor US wireless carriers, ensuring that virtually all tipsters' messages will be accepted by the system. Unique Advertising Strategies has developed software specifically for Crime Stopper organizations, or anyone needing to send and collect anonymous tips. Considering that nearly the entire US population owns a cell phone and that text message usage continues to grow exponentially, it is a smart and sensible partnership.

With the Central Ohio Crime Stoppers Mobile Program, tipsters may silently submit a completely anonymous tip anytime and anywhere. To send a text message tip from a cell phone, one must only text "TIP" plus the tip information to the number 72008. **Crime Stoppers will immediately receive the tip and turn it over to the local authorities, but will not have access to any of the sender's information.** There is no added cost to send a tip via text message; however, standard text messaging rates do apply. To better understand the anonymous tip concept, Unique Advertising Strategies encourages everyone to text "UAS" to the number 72008. Those who do so will receive an immediate confirmation back to their phones, demonstrating the new technology. "Our technology is perfectly aligned with Crime Stopper's goal of being the community's offense against crimes. We look forward to reaching Crime Stopper organizations in all major cities," said Bob Bacon, President and CEO of Unique Advertising Strategies. "Moreover," he continues, "our company successfully manages solutions across multiple business models utilizing SMS technology, and through our software, companies and groups of all kinds have been able to reach clients, patrons, and helpful citizens across the country."

Crime Stopper organizations around the nation have begun to utilize text messaging as an additional way to allow senders to submit anonymous tips, and there has been

measured success. Given the advertising campaign initiated by the Central Ohio Crime Stoppers Mobile Program, and the sound partnership with Unique Advertising Strategies, success in fighting crime with SMS technology in Ohio seems evident.

