

**Growing GossRSVP program marks first anniversary and takes high profile at Print '09 Show**

- *Show attendees can text "gossrsvp" to 64842 for news and special offers*
- *Webinar scheduled for August 25*

**August 20<sup>th</sup>, 2009** – The *GossRSVP* media-to-mobile program reached its one-year anniversary on August 1, and its numerous interactive marketing applications will be demonstrated at the Goss International booth during the Print '09 show from September 11-16 in Chicago.

The *GossRSVP* program allows mobile phone users to interact with media through text messaging and 2-D bar code technologies.

"Despite the downturn in the economy, the market for and the interest in media-to-mobile solutions have grown steadily over the past year," according to Roger Belanger, who heads the *GossRSVP* program. "Our own customer base has grown significantly over the past eight months."

The *GossRSVP* program has attracted a broad mix of users ranging from individual restaurants and retailers to larger advertising, printing and publishing companies that can re-brand and resell the capabilities to advertisers. "The variety of customers testifies to the effectiveness of our technology and features, the wide range of applications available and the scalability of the program," according to Belanger.

Goss International will feature a *GossRSVP* theater at its Print '09 booth, with scheduled and on-demand demonstrations. Individual *GossRSVP* program users and marketing partners will also present their experiences with the media-to-mobile technology daily at 11:30 am and 2:30 pm. Topics will include *Layered Marketing, Mobile Marketing Concepts and Strategies, Engaging the Customer in Mobile Marketing* and *Utilizing Texting in Combination with Other Media*.

Print '09 show attendees can use the GossRSVP program to opt in to receive specific presentation schedules, show alerts and show specials by texting gossrsvp to 64842 from U.S. cell phones.

Prior to the Print '09 show, a webinar titled *Engaging the Customer: Integrating Mobile Marketing into Print* will be held on Tuesday, August 25 at 11:00 am. For details and to join the webinar, go to <https://www2.gotomeeting.com/register/921437410>.

Updates, blogs and more information about the GossRSVP program are available at [www.gossrsvp.com](http://www.gossrsvp.com) or by contacting [rsvp.sales@gossinternational.com](mailto:rsvp.sales@gossinternational.com) or calling 603-743-5505.

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Numerous marketing applications for the GossRSVP media-to-mobile program will be highlighted at the Print '09 show.

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