

Telescope Inc. Announces Strong Financial Results; Changes to Management Team

Los Angeles, Calif. (March 10, 2011) – Interactive television and mobile technology pioneer Telescope Inc. today announced strong financial results for 2010, with further growth forecast for this year. The business, which launched American Idol voting in 2002, has developed significantly because of increased focus on product development and investment in technology in areas including social media and mobile marketing.

Over the past two years, net profits have more than doubled and further strong growth is projected for 2011, with a targeted increase in revenues of 55%. The company also stated its intention to increase investment in technology development, upping its 2011 budget to \$1.1m, all generated out of strong cash flow.

To support its aggressive expansion plans, Telescope has recruited John Allen as its new Vice President of Sales. Allen, a former Interactive Corp and Citysearch executive with 15 years experience in digital sales and marketing, joins from mobile video specialist, Mogreet. Additionally, Telescope has promoted experienced wireless executive Theresa Huston to the new role of Chief Operating Officer, widening her remit to include all aspects of finance and operations. Huston was previously with AT&T Wireless and Mobiliss, before joining Telescope in 2005. Both roles will report into Chief Executive Officer, Jason George, who commented:

“We are thrilled with the progress we have made and the fantastic financial results for 2010. We have a great client base and are looking forward to a major ramp-up in 2011, augmented by John’s arrival with his unique combination of high level contacts, understanding of mobile technology and sheer enthusiasm. Having worked with Theresa for four years, I know there’s no better person to deal with this increased throughput. She has a genius for problem solving and delivery that ensures our clients get a quality service.”

Telescope recently announced the launch of its new self-service mobile marketing platform, SMS Connect. This offers clients increased reporting and analytics capability supported by its Insight product, and a new capacity management tool to further enable its high throughput interactive TV events such as NBA Slam Dunk, MTV’s America’s Best Dance Crew, and NBC’s Biggest Loser.

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About Telescope Inc.

Telescope Inc. provides interactive television and mobile marketing technology that enable clients to connect with their consumers, target new revenue streams and gain insight directly from their audience. Telescope has managed campaigns for clients such as American Idol, America’s Got Talent, NBA, NHL, The Price Is Right, and Deal or No Deal. Telescope is headquartered in Los Angeles, California. For more information visit www.telescope.tv or join us on Facebook, Twitter and LinkedIn.

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