

## **Telescope Inc. Honored by Inc. 5000 for Second Straight Year**

**Los Angeles, Calif. (August 24, 2010)** –Telescope Inc. has been named by Inc. Magazine as a Fastest Growing Company for a second year in a row. Inc.'s list recognizes the significant accomplishments of the fastest growing privately-owned companies in the country, based on percentage growth over a four-year period.

Telescope Inc. specializes in interactive services and mobile marketing; a market that continues to be in high demand despite the current conditions of the economy. During the last year, Telescope was able to successfully execute its core business of interactive television with media clients such as Fox, NBC, MTV, CBS, and Univision; while also continuing to expand its services by branching out into the mobile marketing sector with campaigns for McDonald's® Monopoly®, Nissan, NBA, MLS, NHL, Cricket Communications and others.

Telescope attributes its growth last year to its ability to adapt to the changing needs of the business environment. Telescope directed its focus to SMS sales promotions delivering ROI to below-the-line marketing campaigns. This provided discounts and savings to consumers and drove retail for brands, while providing brands with valuable consumer data. Telescope's success is also in part due to the larger success of the mobile marketing industry which has become increasingly popular amongst brands and consumers as digital components are becoming a staple in marketing campaigns.

A significant part of Telescope's past year was dedicated to developing and launching new products. In June of 2009, Telescope launched their strategic ad-serving product *Target*, which provides media clients the opportunity to monetize interactive campaigns while providing their audience with a unique interactive experience and the potential to receive money saving offers. The product has successfully run campaigns for leading TV shows such as Price is Right, Deal or No Deal, Family Feud and PRN/NASCAR club.

"In a time when marketing budgets are thin, Telescope realized that our unique services were an opportunity for brands to engage consumers in new ways and measure campaign success to drive ROI. To be recognized by the Inc. 5000 Fastest Growing Companies for a second year is a testament to the importance of mobile. We expect to see this area of marketing continue to grow and flourish in the future," said Jason George, CEO of Telescope Inc.

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### **About Telescope Inc.**

Telescope provides cross media interactive solutions that enable clients to connect with new customers, 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, Price Is Right, and Deal or No Deal. Telescope is headquartered in Los Angeles, California. For more information visit [www.telescope.tv](http://www.telescope.tv).

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