SkyWire Partners with Hard Rock Hotel & Casino for SMS Text Marketing Initiative

LAS VEGAS – *SkyWire* announced today that they are partnering with Hard Rock Hotel & Casino, Las Vegas on a multi-level SMS text marketing initiative that will incorporate into their mobile member database. In efforts to continue to cater to their social media driven demographic, SkyWire's Rooms and Coupon Connect mobile platform will allow Hard Rock guests to receive targeted SMS text messages for exclusive offers and incentives from the property. In turn, this technology will also provide detailed information for the property to better suit their customers' needs.

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"The SkyWire's mobile platform gives us the ability to deliver targeted messages to a specific client base, which allows us to better quantify results such as customer trends and sales," said Rob Kosier, Director of Information Technology at Hard Hotel & Casino, Las Vegas. "Our customer base is embracing new avenues of communication and we are now able to reach out to them in ways that are convenient and comfortable for them."

The campaigns have already created thousands of opt-in followers who have segmented themselves by the kind of offers they prefer. This user-generated information helps Hard Rock learn more about their clientele's interests. This detailed view of customer trends allows Hard Rock to make immediate actionable decisions on marketing campaigns that help persuade customers to stay on property for entertainment and amenities.

SkyWire's Connect products integrate with existing systems, allowing for seamless and automated solutions. The Mobile Connect suite of hosted solutions allow hospitality providers to better understand their customer purchasing habits which leads to more efficient marketing to their customers via text message. This method of social marketing through networks like Facebook® enables operators to build an opt-in mobile marketing database that will deliver targeted text messaging campaigns through SkyWire's Mobile Connect marketing platform.

"SkyWire has had a vision of providing a mobile platform that is meaningful to the resort and casino industry for a long time. With our integration into enterprise hospitality technology and the rapid adoption of TEXT and mobile applications, profile-based marketing quantified by hard sales data is becoming a practical reality for our customers," explained Shawn Harris, CEO of SkyWire.

About SkyWire -- SkyWire, Inc. is a nationwide Hospitality Solutions provider, SMS Mobile Marketing and Mobile Application Development company as well as a cutting edge Mobile Content Enabler (MCE). SkyWire's Mobile Connect™ Product Suite is designed to reduce marketing costs, generate revenue and enhance guest service. Mobile Connects™ modular solutions include: Mobile Connect™, Rooms Connect™, Table Connect™, Progressive Connect™, Poker Connect™ and Emergency Connect™. In addition, SkyWire also develops mobile applications and provides Workforce Dynamics™, an integrated Time and Attendance labor management solution. For more information, visit www.skywire.com.