SkyWire to Mobile Enable and Present at Digital World Expo

LAS VEGAS – *SkyWire* is a proud sponsor of the first-ever Digital World Expo, which will be held at the Mirage in Las Vegas, Sept. 25-27. Shawn Harris, chairman and CEO of SkyWire Media, noted, "SkyWire is honored to participate and be the mobile provider for the expo. The opportunity to work with the expo's team to build an SMS utility and exciting new media conference mobile app has been very rewarding."

The SMS deployment will send important news, announcements and updates to attendees' cell phones. The conference app will enable attendants to post comments at the show, create an event calendar, send updates to social networks, and perform other important functions. SkyWire is looking forward to not only exhibiting, but also facilitating advanced mobile marketing classes during three sessions.

The first course hosted by SkyWire, "QR Coding and Viralizing SMS", will showcase viral SMS, a patented mobile technology. Attendees will learn how to deploy and track successful viral SMS campaigns and retain analytical data on QR codes, while leveraging them to increase bottom-line revenue. The class will be held on Monday, Sept. 26, at 6 p.m. The other two classroom sessions, "APPs & WAPs", will teach attendees what goes into app development and budgetary planning to effectively use this growing channel. This all-inclusive session also will outline the essentials in WAP sites and how to leverage content feeds into an app. This advanced course is offered on Tuesday, Sept. 27, at 10:15 a.m. and 2:15 p.m. in the St. Thomas B classroom in the Mirage Events Center.

Shawn Rorick, event chair of Digital World Expo stated, "Our mission is to bring more focus on education in an engaging and fun atmosphere. Classroom sessions, hands-on activity and engaging media opportunities will arm attendees with tools and next steps for their business endeavors." The conference is the first of its kind, and a welcome event to the industry. Through the use of the mobile app, attendees will have the ability to communicate with specialists and speakers, vendors and attendants in real-time. Text messaging, powered by SkyWire and Digital World Expo, will announce special events, classes and after-hours activities exclusively to those opted-in to receive updates. Attendees can opt in by texting "DWEXPO" to 56242.

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.

About Digital World Expo — (http://www.digitalworldexpo.com) — Digital World Expo debuts an annual forum for professional education in all forms of interactive marketing, media, communications and advertising. Attendees will learn, train and build awareness of technology applications in media and learn what's to come. Contact Digital World Expo, Inc., at 3315 E. Russell Road, Ste. H157, Las Vegas, NV 89120 or by calling (702) 586-8846