



## ABOUT FREXTR.

-  MOBILE SINCE 2005
-  TEXT MESSAGE, MOBILE & SOCIAL MARKETING
-  MARKETING CONSULTING SERVICES SINCE 1985
-  INTEGRATED MARKETING PROMOTIONS
-  GREEN & SUSTAINABLE FOCUS

## OUR CLIENTS

-  CHICK-FIL-A - BARS AND RESTAURANTS
-  MASSAGE ENVY - WELLNESS ORGANIZATIONS
-  GRACIE BARRA - GYMS - PERSONAL TRAINERS
-  BROADCAST MEDIA COMPANIES - PUBLISHERS
-  STATE, LOCAL AND POLITICAL ORGANIZATIONS

## MISSION

OUR MISSION IS TO KEEP LOCAL BUSINESS THRIVING.  
MORE VISITS. MORE SALES. MORE CUSTOMERS.  
WE INCREASE LOYALTY AND SALES WITH TEXT MESSAGE,  
SMART PHONE AND SOCIAL MARKETING.

## PRIMARY CONTACT

ALTXT LINE  
877-366-2935  
Use Referral Code  
ALTXT25  
at registration  
for best pricing!

## MARKETING PLATFORM

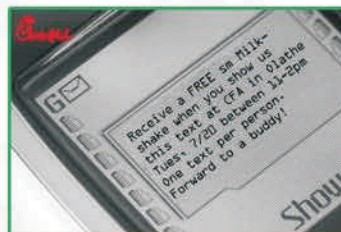
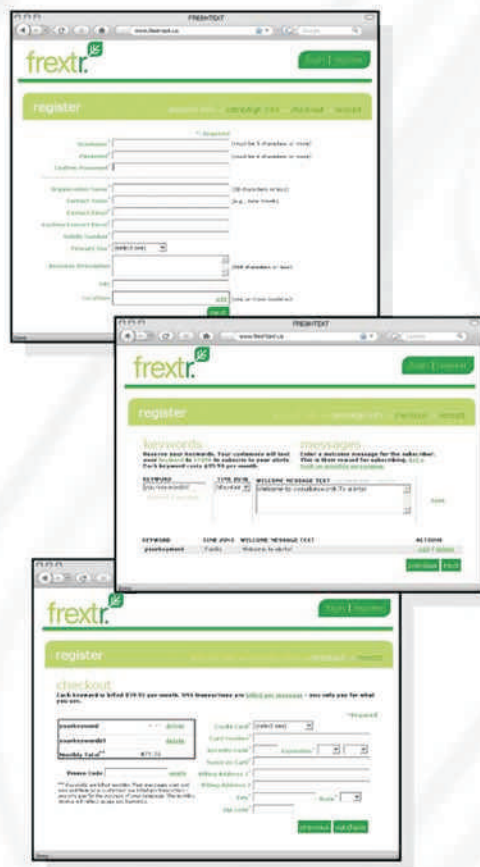
24/7 SELF-SERVICE  
SCHEDULED MESSAGING  
ON-DEMAND MESSAGING  
MESSAGE HISTORY  
REAL-TIME REPORTING  
COLLATERAL RE-ORDER  
MOBILE 411 LISTING INCLUDED  
COMING SOON... SMART PHONE APPS & SMS LOYALTY

## FREXTR CLIENTS SPEAK

72 CUSTOMERS IN 1 HOUR...  
INCREASED SALES BY 22%...  
INCREASED ATTENDANCE BY 12% AT OUR EVENT...  
BOOKED EVERY APPOINTMENT IN 2 HOURS...  
...TOO MANY CUSTOMERS TO COUNT...  
...LOVE THIS PROGRAM!



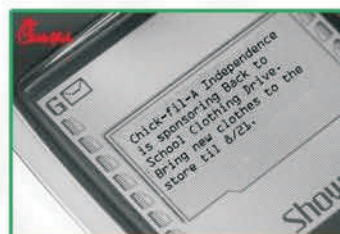
OPEN 24/7 AT [WWW.FREXTR.COM](http://WWW.FREXTR.COM)



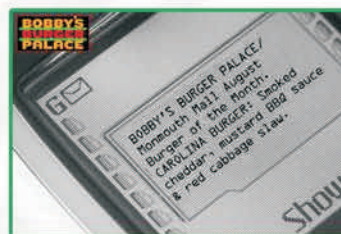
**27%  
REDEMPTION  
RATE**

**GO DIRECT WITH OFFERS**  
Send the message directly to your subscribed customers. Get immediate redemption.

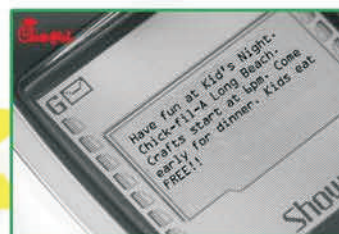
\*\*This message brought in 72 customers in the hour after it was sent, a whopping 27% redemption.



**PROMOTE YOUR COMMUNITY ACTIVITIES**  
Toot your horn a little. Connect your customers to your efforts to improve the community.



**NEW AND FRESH ANNOUNCEMENTS**  
Let them be first to know...introduce new menu items and changes in service, i.e., adding breakfast, brunch; or extending dinner seatings, etc.



**INCREASE PARTICIPATION AT EVENTS**  
Get busy! Encourage customers, their families and their friends to join in the fun at promotional events and activities.

## QUICK START GUIDE

- ✓ GO TO [WWW.FREXTR.COM](http://WWW.FREXTR.COM) & REGISTER
- ✓ ENTER YOUR COMPANY INFORMATION
- ✓ ENTER A PROGRAM KEYWORD & WELCOME MSG
- ✓ CHECK OUT WITH A CREDIT CARD
- ✓ START ENTERING MESSAGES

## FEATURES

- ✓ 24/7 SELF-SERVICE TEXT MESSAGING
- ✓ ON-DEMAND, SCHEDULED OR RECURRING MSGS
- ✓ COLLATERAL INCLUDED (RE-ORDERS AVAILABLE)
- ✓ REAL TIME REPORTING
- ✓ ONGOING SUPPORT & EDUCATION

## QUALITY & SERVICE

- ✓ 100% FCC COMPLIANT
- ✓ 99.9% U.S. MOBILE COVERAGE
- ✓ PROHIBITED LANGUAGE FILTERS
- ✓ MOBILE LIST ENCRYPTION
- ✓ 100% SPAM FREE





## PROGRAM COLLATERAL

Running a business is a lifestyle.  
You're busy!

We help you promote this program;  
we make getting subscribers as  
easy as possible.

Our email template explains the text  
program to your email subscribers

We send you flyer and counter card  
templates to add to your Internet  
marketing -- web site, Facebook,  
Twitter, Linked In, etc.

We ship you two window clings and  
a thousand counter cards to use at  
your location.

We also make it easy to re-order  
printed collateral—you get the print-  
ready files!

And if you don't have a printer, we  
do. Your program collateral is ready  
for re-order in your account dash-  
board.



**TEXT**  
**CFAGILBERT**  
**TO**  
**37398**

**OFFERS, EVENTS & UPDATES**  
**CHICK-FIL-A GILBERT GATEWAY**

No charge for subscribing. Standard message and data rates may apply. Phone numbers are never shared or sold. To cancel, text STOP to 37398. T&Cs at Frextr.com. © 2009-2010



GO GREEN AND GET GREEN. RECEIVE TEXT  
MESSAGE EXCLUSIVE OFFERS, SPECIAL  
EVENTS AND MORE. JOIN TODAY.



No charge for subscribing. Available on most major US carriers. Standard message and data rates may apply. Not supported on all phones. Phone numbers are never sold or shared. For help, text HELP to 37398. To cancel, text STOP to 37398. frextr

**NOW ON MOBILE!**



**TEXT**  
**CFAGILBERT**  
**TO**  
**37398**

**JOIN THE INSIDERS CIRCLE • CHICK-FIL-A AT GILBERT GATEWAY**  
**EXCLUSIVE OFFERS • SPECIAL EVENTS • MORE**  
**SUBSCRIBE NOW & SHARE THIS CARD WITH FRIENDS!**

No charge for subscribing. Available on most major US carriers. Standard message and data rates may apply. Not supported on all phones. Phone numbers are never sold or shared. For help, text HELP to 37398. To cancel, text STOP to 37398. frextr





## CLIENT-TO-CLIENT AUGUST 2010



(23-Aug-2010) We have received a number of questions about text message offers that create those referrals but protect you from continual re-use. Here's a great example of that type of text blast from Kim Petrulis at Chick-fil-A in Olathe. On 8/10, she sent the text:

*Receive a FREE 8 pc nugget when you show us this text at CFA in Olathe. Tues. 8/10 between 2-4pm. One text per person. Forward to a buddy.*

In less than 140 characters this message covers who, what, when and where. Forward to a buddy welcomes the subscriber AND his or her friends. FREE 8 pc nugget is a concise offer and a crowd favorite. 8/10 between 2-4pm creates urgency while One text per person sets limits.

The result of this message? Kim wrote: *"I would give you the #'s for the giveaway but we got slammed! It was awesome, love this program!"*

As to that magic, viral power—20 new subscribers joined their text program in the two hours after the message was sent.

(29-July-2010) The reason Frextr offers unlimited plans is because we don't like meetings. When you have 1000 subscribers and you pay msg fees...you need a summit to decide whether to send a txt. Our clients can send messages any time, like this one from Hygge:

*Come to Hygge for a FREE new menu sample. CLUB sandwich 1-3:30 today (Tue). Bring friends!*



Focused. Come try our new menu item before 3:30 today. Share. It's a simple announcement. They were able to give their text insiders the same opportunity that their in-store customers received!

The result of this message? Glen Borden, store manager, told us: *"People loved the new sandwich. AND we sold out of bread that day by 3:30."*