



**FOR IMMEDIATE RELEASE**

**AC ENTERTAINMENT PARTNERS WITH ADVA MOBILE TO LAUNCH  
MOBILE MARKETING INITIATIVE**

August 3, 2009 Knoxville, TN and Wayland, MA – AC Entertainment, a full service entertainment company specializing in the production and promotion of concerts and music festivals throughout the Southeast, and Adva Mobile Corporation, a pioneer of mobile fan clubs for Entertainment Artists, announced today that AC Entertainment's interactive resource, CONCERTWIRE.com, has now gone mobile.

Fans will now be able to access information about music and entertainment events as well as purchase tickets to the events through their mobile devices. This new relationship with Adva Mobile services will also allow AC Entertainment to build mobile fan clubs that provide fans a unique interactive experience, including mobile messaging and mobile-optimized web sites that offer search and event information. Interconnected Venue and Artist sites will provide news, music and video downloads, interviews, ticket and merchandise sales, recommendations about other artists and influences, contests, voting, raffles, backstage passes, text to screen, etc. This new mobile platform augments AC Entertainment's existing Web based event listing and music discovery site CONCERTWIRE.com.

The CONCERTWIRE.com mobile experience is active and fans can join and experience it by texting "cwire" to GETME – 43863 - on their phones. A return message will bring them to the CONCERTWIRE.com mobile web experience where fans can search through over 100 events by Artist, Date, City and Venue, and discover news, music and information about the Artists through links to Artists' mobile sites. Upcoming shows of Artists with personal mobile sites powered by Adva Mobile include John Brown's Body, Crosby, Stills & Nash, and David Cook, and more are expected to be available regularly.

AC Entertainment selected Adva Mobile because of their user-friendly, comprehensive services platform that integrates a variety of branded mobile web properties. AC Entertainment fans can now discover live performance events from their phones and CONCERTWIRE.com can augment their web promotional activities with a mobile marketing component.

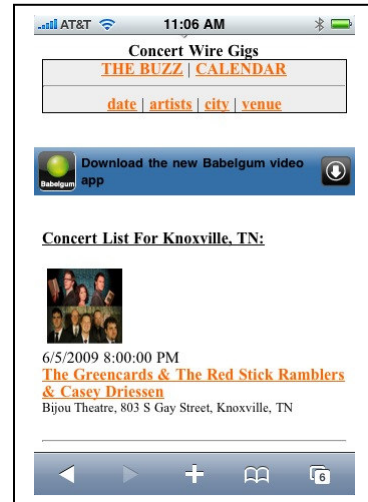
Jeff Cuellar, Director of Business Development, AC Entertainment: "We are in a instant society where technology allows fans to obtain and digest information as fast as we can put it out there. This new platform will literally allow us to put everything the fan needs to make a music event decision in the palm of their hand."

Jack Kelly, CEO and Founder, Adva Mobile: "Being able to communicate directly with fans on the mobile phone strengthens the already powerful relationship CONCERTWIRE.com has with music fans and fosters outstanding engagement and loyalty. In music, that relationship is even more important because the fan-artist connection is so personal. We are excited to be working with AC Entertainment to provide a mobile experience that will not only generate revenue, but deliver an amazing service for fans to connect with Artists and Events."

For More information contact:

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For Adva Mobile – Jack Kelly, [jkelly@advamobile.com](mailto:jkelly@advamobile.com), 508-740-3359



### About AC Entertainment

AC Entertainment is a full service music promotion company based in Knoxville, Tennessee. Nationally, they are best known as the co-producers of the Bonnaroo Music and Arts Festival, as well as serving as exclusive talent buyer for the Orange Peel in Asheville, NC. In Knoxville, they are best known as the managers of the Tennessee Theatre and Bijou Theatre, producers of "Sundown in the City", a summer concert festival in Market Square, and Talent Buyers for the Valarium. Additionally, they produce and promote a variety of music and performing arts events across the country with an emphasis on the Southeast.

The Concertwire Mobile experience lets fans discover and search for music across Concertwire Venues, and provides a rich engaging and non-intrusive experience for fans on their mobile phones.

### AC Entertainment Resource Center:

Web: <http://www.concertwire.com>.

MySpace: <http://www.myspace.com/acentertainment>

Facebook: <http://www.facebook.com/pages/AC-Entertainment/11961717299>

Twitter [http://twitter.com/AC\\_Ent](http://twitter.com/AC_Ent)

About Adva Mobile: Adva Mobile provides a software service that enables Music Artists and advertisers to create closer relations with their audience through mobile fan clubs. The experience includes mobile messaging, mobile presence (mobile internet pages), mobile commerce, mobile social sharing features, and mobile content fulfillment. The service is free to the fan, and a revenue generator to the band.

Adva Mobile Corporation

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Adva Mobile was founded by Jack Kelly and Amir Rozenberg in March 2008 and is privately funded. For more information contact Jack Kelly, CEO, [jackk@advamobile.com](mailto:jackk@advamobile.com) or 508-740-3359.

Adva Mobile Resource Center:

Web: <http://www.advamobile.com>

MySpace: <http://www.myspace.com/advam>

Facebook: <http://www.facebook.com/pages/Adva-Mobile/43997869275>

Twitter: <http://twitter.com/advamobile>

Blog: <http://advamobile.blogspot.com>