



WCA Meeting

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MOONSTORM

# Coupon Facts

**250 Billion**

Coupons Printed

**75%**

Consumers Use Coupons

**\$3 Billion**

Consumer Savings

**92%**

Internet Searches Result in  
Offline Purchases

**94%**

Distributed by  
Newspapers and Mailings

Sources: NCH Marketing Services; Promotion Marketing Association (PMA)

# Paper Coupons are so 20<sup>th</sup> Century

- Overwhelming
- Messy
- Forgotten



# The 21<sup>st</sup> Century

Mobile Phone



Consumer Choice



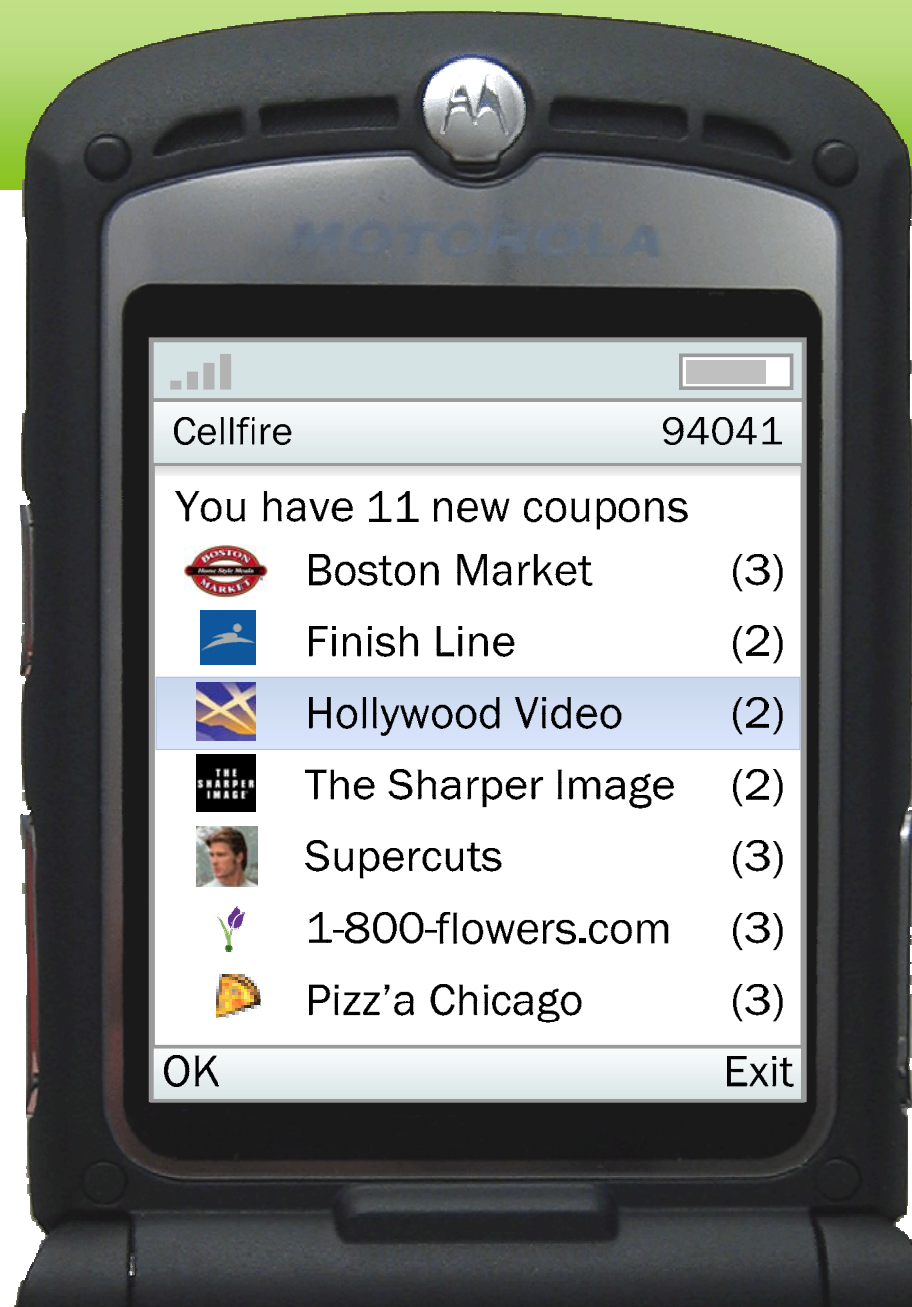
# Cellfire



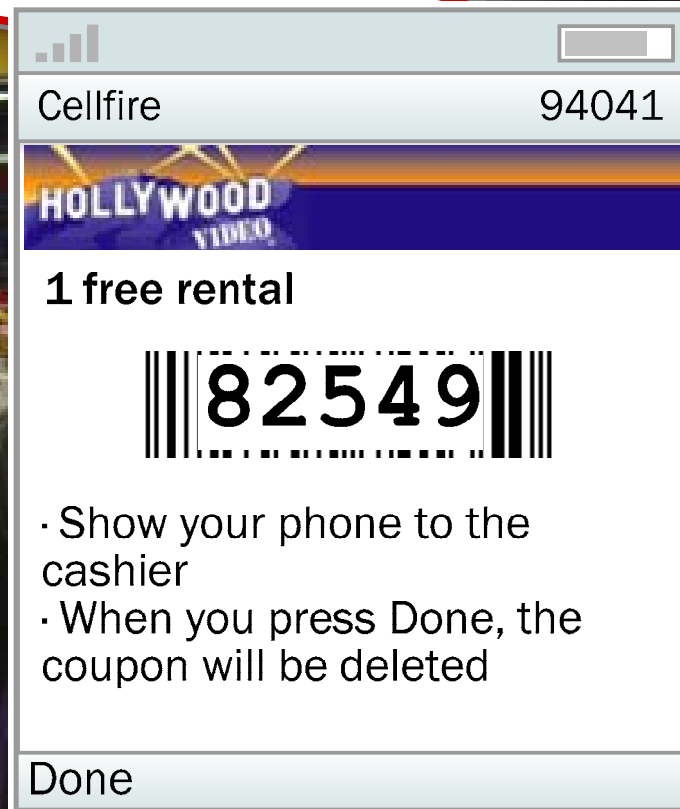
# Cellfire

# Cellfire

- Mobile Coupon Application
- Great Deals
- Easy-to-Use
- Always Present
- Used at Major Retailers



# How it Works



Cellfire 94041

**HOLLYWOOD VIDEO**

**1 free rental**

**82549**

- Show your phone to the cashier
- When you press Done, the coupon will be deleted

Done

**Cellfire**  
Hot stuff on your phone

# High Consumer Demand

Q: What types of mobile content are you most interested in?

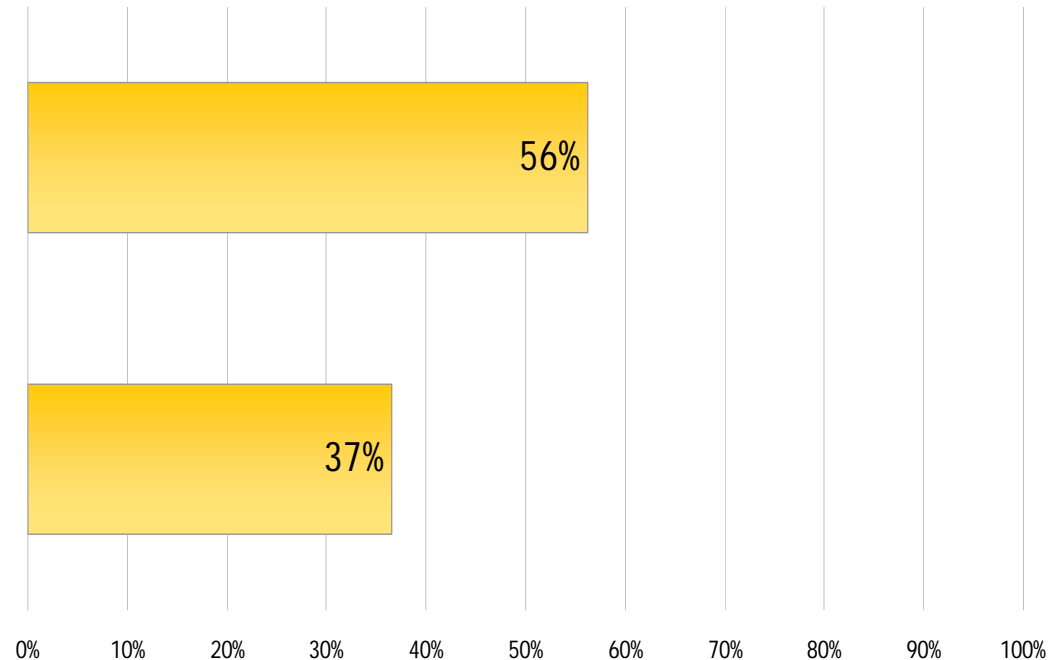
1

Personalized Discounts

56%

Games

37%



2

**"#1 on Consumer Wishlist" - Impaq**

Source: Moonstorm research, n=206; Impaq



are you on **fire** yet?





# The Retail Landscape

# Cellfire



- Substantial Savings
- Ever Present
- Consumer in Control

- Effective Promotions
- Increase Foot Traffic
- Less Waste

# Cellfire

# Start Saving

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