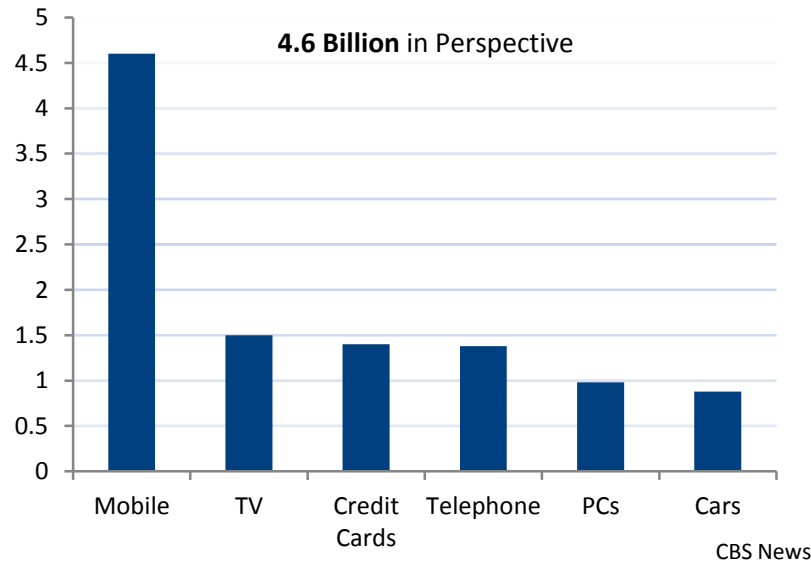


Why should we engage guests through mobile?



The Mobile Industry



There are 4.6 Billion mobile phone subscriptions, two-thirds the world's population



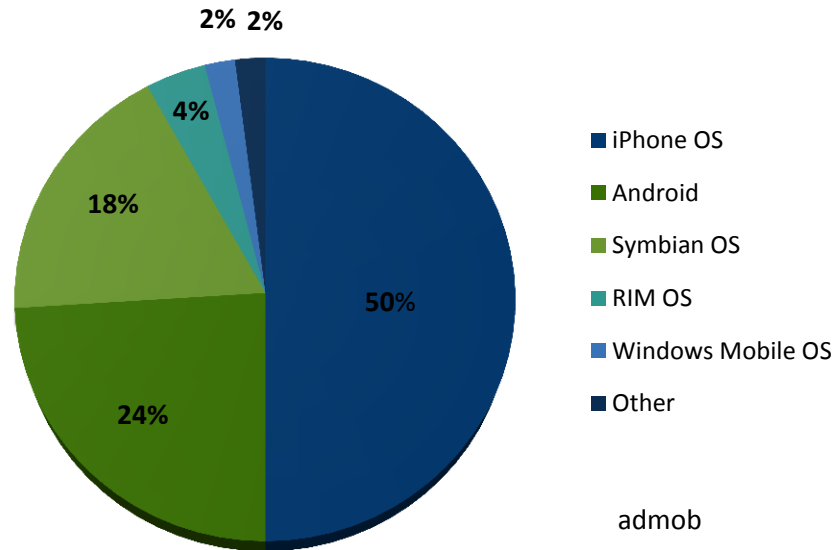
Smart Phones in the U.S



1 out of every 2 Americans will own a smart phone by the end of 2011

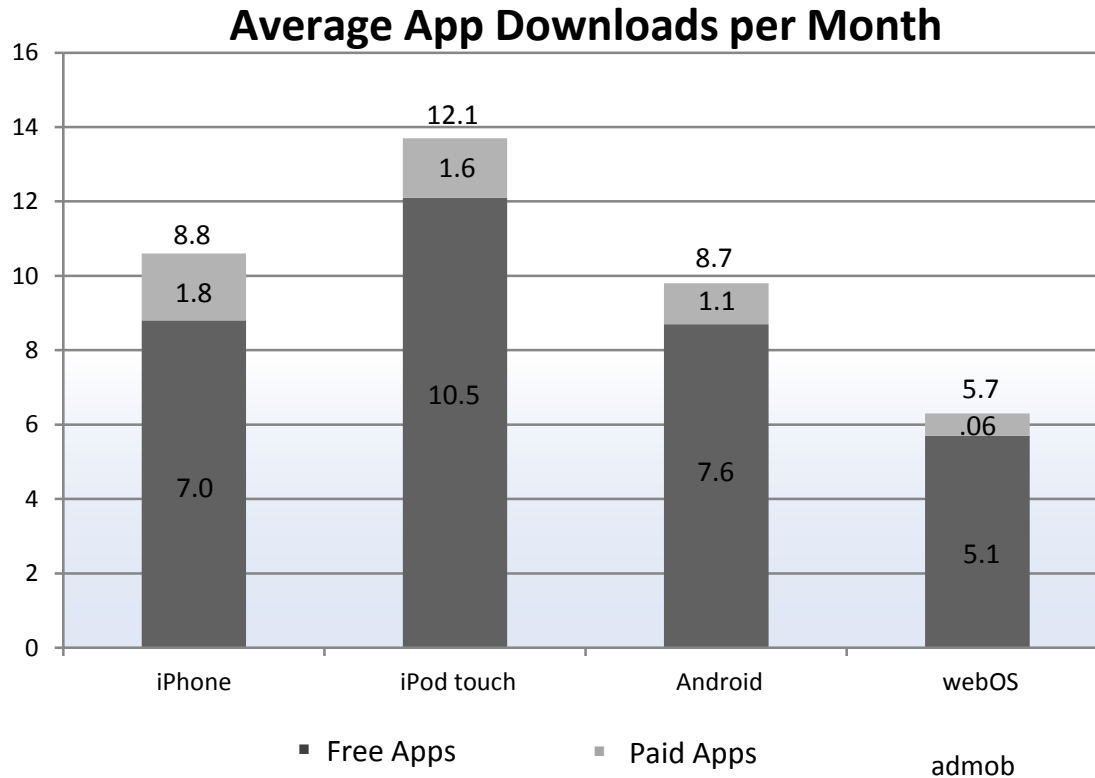
Mobile Traffic Usage

Operating System Share, Worldwide Smartphones Only, February 2010



74% of all mobile traffic is done through the Android and iPhone OS

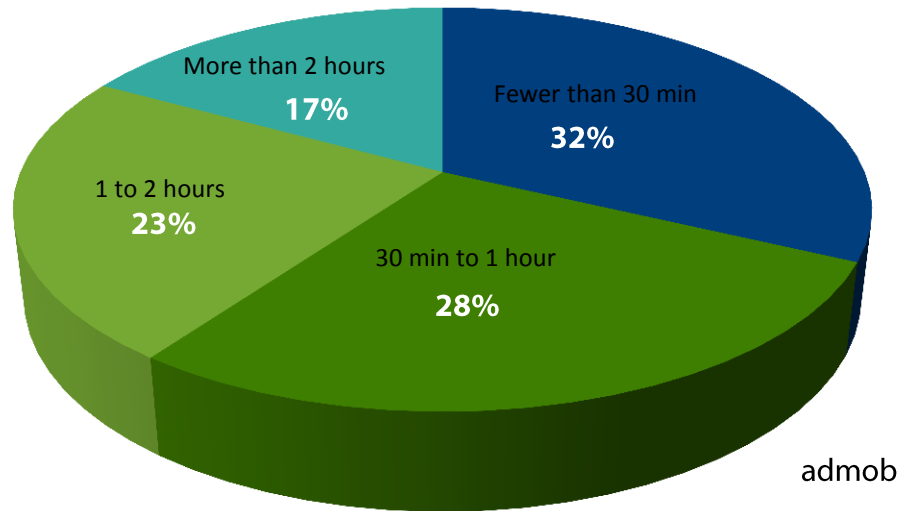
Mobile Apps



People are downloading 9 new iPhone and Android apps each month

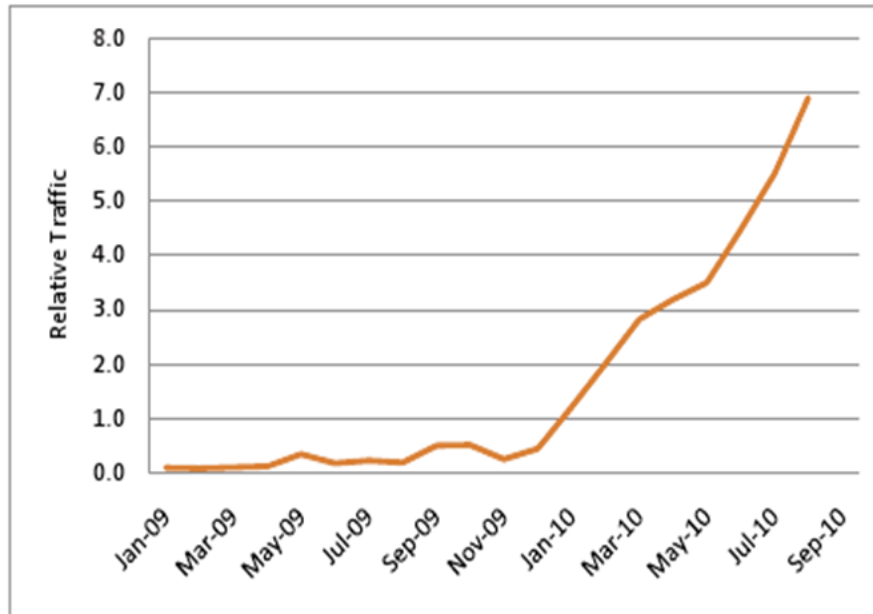
Mobile Apps

Average Time Spent Using Applications
On a Daily Basis



People are spending an average of 80 minutes per day using their applications

Mobile Barcode Adoption



According to a new consumer adoption study, barcode scanning is up 700% in the last two years

Mobile Commerce



Mobile Commerce in the U.S reached \$4.9 Billion, up from just \$363M in 2008

Social Media Reach



250 million people access Facebook and Twitter through their mobile device every day





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