



bCODE enables Pilot Mobile Loyalty Marketing for Harrah's Operating Company, Inc.

San Francisco, California, November 5, 2008 – bCODE, a leading global provider of end-to-end mobile marketing services, today announced a pilot mobile-marketing program for Harrah's Operating Company, Inc., the world's largest provider of branded casino entertainment.

The mobile program, branded T.I.P. (Texting Important People) by Harrah's is currently being tested at three of Harrah's properties: Harrah's Atlantic City, Harrah's New Orleans, and Showboat Atlantic City.

Guests of the selected Harrah's properties sign up to receive special, personalized offers as bCODE mobile coupons sent via SMS text messages to their mobile devices. These offers are then redeemed at the Harrah's properties using bCODE's innovative self-service media plane scanners.

The text-messaging-only-based system means that anyone with a text-enabled mobile device, which is more than 99% of the market, can instantly benefit from the offers, unlike other mobile marketing programs that require special software downloads or carrier subscription services. The secure nature of the scanned bCODE mobile coupons means that high-value offers can be sent to the program members, to increase the attractiveness of the program to consumers.

"We are excited about bCODE's innovative mobile marketing platform. It provides Harrah's with another method for real-time guest interactions by enabling the delivery of targeted, personalized information and offers to guests' mobile phones via SMS," said Tim Stanley, CIO and SVP of Innovation, Gaming and Technology for Harrah's Operating Company, Inc.

The mobile program pilot was created and implemented by Harrah's Innovation Team. It leverages the latest in Web 2.0 technologies including integration with a real-time online software-as-a-service CRM platform.

"This mobile loyalty marketing service allows us to offer our customers even more relevant content and offers, and ultimately deliver a more enjoyable experience for our guests at our properties," added Stanley.

"We are very pleased to have the opportunity to co-develop this innovative solution with Harrah's. We look forward to continuing to drive our vision that the combination of a great consumer experience, ease-of-use and high-value offers through a secure redemption mechanism are vital for driving adoption with mobile coupon services," said Michael Mak, founder and CEO of bCODE.

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