



**For Immediate Release**

**Phizzle Partners with the Phoenix Suns to Power Team's Mobile Marketing Campaigns Through 2012**

**SAN FRANCISCO, CA. – December 15, 2011** – [Phizzle](#), a leading digital marketing and media company that serves sports, broadcasters, brands and SMB's to deliver audience engagement solutions that nurture fan loyalty and increase sales, today announced that the Phoenix Suns have selected Phizzle as its mobile marketing provider for the 2011-2012 NBA Season.

"We are extremely pleased to be the [mobile marketing](#) provider of choice for the Phoenix Suns," said [Ben Davis](#), CEO of Phizzle. "The Suns were searching for a comprehensive mobile strategy to expand the relationship with their [fan](#) base. Phizzle's mobile capabilities are the clear cut answer to their search. With the Phizzle technology, the Phoenix Suns now have access to the entire mobile 'ecosystem' permitting 'real time' dialogue with fans before, during and after the game.

Phizzle's web-based platform, [PhizzleMobile](#), delivers real-time mobile interactivity permitting the Phoenix Suns to track specific fan interests and provide more relevant and timely mobile campaigns. Through the Phizzle platform, the Suns plan to deploy a variety of text messaging campaigns that will provide fun and stimulating participatory audience experiences, including Text-2-Win promotions, Text-2-Vote polls and Text-2-Screen. Phizzle is also providing the Suns with a comprehensive set of mobile & SMS marketing tools that create integrated, multi-channel, mobile marketing programs for fans, event sponsors and local advertisers.

### **About Phizzle**

Phizzle is a digital marketing and media company that serves sports, broadcasters, brands and SMB's delivering audience engagement solutions that grow fan loyalty and increase sales. Partnering with digital and media agencies, publishers, wireless carriers and brand advertisers, Phizzle delivers effective mobile marketing programs that facilitate audience relationship management.

Phizzle's client roster includes: Sports teams such as the New York Knicks, Phoenix Suns, Cleveland Cavaliers, San Jose Sharks, and the Philadelphia 76ers; entertainment venues such as the Madison Square Garden, Staples Center and Quicken Loans Arena; broadcast companies such as Fox Sports Net, DIRECTV Sports Networks and Mid Atlantic Sports Network; retail establishments such as Westfield Shopping Centers; restaurant chains such as Papa's Murphy's and Quinzos.

For more information, please visit Phizzle at [www.phizzle.com](http://www.phizzle.com) or call 1\_877-PHIZZLE (744-9953). On Facebook, please visit [www.facebook.com/phizzleinc](http://www.facebook.com/phizzleinc) and on Twitter, please follow us [@phizzle](https://twitter.com/phizzle).

### **About the Phoenix Suns**

The Suns will host the New Orleans Hornets in the home opener at US Airways Center on Monday, December 26, with tip-off set for 7:00 p.m. Single game tickets are available now at [Suns.com](http://Suns.com), by phone at 1-800-4-NBA-TIX, at the US Airways Center box office, and at all Ticketmaster outlets.

### **Media Contacts**

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