



Advanced Interactive Sciences Joins Mobile Marketing Association

OLDSMAR, FL, May 23, 2008 - Advanced Interactive Sciences, LLC (AIS), a leading provider of integrated response solutions to the direct response industry, is a new member of the Mobile Marketing Association (MMA). The MMA is the premier global non-profit association that strives to stimulate the growth of mobile marketing and its associated technologies.

As a provider of response solutions that efficiently convert responders through any channel – phone, web or mobile - into buyers, AIS' one-stop solution enables coordination of multi-channel marketing programs through one company. AIS mobile response solution blends the immediacy of mobile with the ease of a phone call for order completion. With mobile click-to-call capability, prospective customers don't even need to dial the phone. They simply click on the phone number on a mobile website, banner landing page or SMS and are directed to the AIS Speech platform for order completion.

With years of experience in direct response customer acquisition, AIS is well positioned to help translate interested mobile prospects into buyers. By partnering with AIS, mobile marketing companies can track consumers through to completion of a transaction whether the result is an order, a lead or appointment. For more information, visit www.aisvoice.com.

About Advanced Interactive Sciences, LLC

Advanced Interactive Sciences, LLC (AIS) delivers a comprehensive direct response solution that efficiently converts responders through any channel - phone, web or mobile - into buyers. Working successfully with high volume direct response clients, AIS helps clients ensure that ads are fully actionable and measurable – across media and across channels. As the only provider in the direct response space able to provide a single source solution for DRTV, online, mobile and more, AIS offers clients an integrated, one stop solution with seamless implementation and reporting.

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