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## Street Savings COO to Speak on “Mobile Marketing: Rewards, Rules & Risks” at NorthEast Acquirers’ Association Conference

**June 13, 2011** (ORANGE, CA) - Street Savings, a leading provider of mobile marketing solutions, announced today that Pal Flagg, chief operating officer for the company, will be speaking on “Mobile Marketing: Rewards, Rules, & Risks” during the NorthEast Acquirers’ Association (NEAA) Summer Seminar and Outing at the Turf Valley Resort and Golf Course in Ellicott City, Md., June 15, 2011.

In his speech, the Street Savings COO will address the timely topic of short code shutdowns, explaining industry rules and the risks of non-compliance to Independent Sales Organizations (ISOs), sales agents, and small to medium-sized (SMBs) businesses. Session attendees will receive a white paper on the topic.

“Merchants and ISOs are discovering the benefits of mobile marketing but what many people don’t realize is that there are rules about how these programs are run and significant risks for non-compliance,” according to Flagg. “Representing or reselling a certified mobile marketing program is key for success.”

The NEAA conference features presentations by industry leaders covering the newest developments, sales opportunities and products in the merchant bankcard industry. For more information, visit <http://www.northeastacquirers.com/event.htm>

### About Street Savings

Street Savings provides mobile marketing solutions that increase revenue for merchants, acquiring banks and independent sales organizations by easily and cost effectively mobilizing their gift and loyalty programs. The company’s Mobile Rewards and Mobile Coupons products utilize mobile text messaging in coordination with existing payment networks, credit card terminals, and Point of Sale (POS) systems to enable merchants to market directly to customers’ mobile devices. Businesses of any size and number of locations can quickly and proactively create individualized text marketing campaigns that build brand loyalty and increase sales. For more information, visit [www.streetsavings.com](http://www.streetsavings.com).