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My336Deals to Specialize in Affordable Text Message Marketing for Triad Businesses

GREENSBORO, NC, May 10, 2010 — Today business owner and former Fortune 500 consultant Jim Morrone announced the launch of My336Deals, a full-service text message marketing firm serving businesses and organizations across the Triad. The new company will specialize in providing permission-based mobile coupons, sweepstakes, polls, and information on demand through text messaging.

With television shows like *American Idol* and fundraising efforts like the Red Cross recently organized for Haiti, text messaging has exploded in the marketplace. "Many businesses were late to adopt the web as a marketing tool. We'll partner with businesses to create a text marketing strategy that integrates with their existing efforts," says Morrone. "Unlike updating a website that requires a team of analysts and developers, a text message is created in minutes. The key benefit is knowing your message is being delivered to someone interested your business ... they requested to receive your message."

According to Morrone, "there is tremendous focus on social media marketing, but we're reaching customers where they live ... on their cell phones. With over 90% of the US population carrying text-enabled cell phones, text message marketing is the 'must have' communication tool for businesses. Up until now, integrating mobile with business processes and marketing activities has been limited to much larger organizations; we'll make it available to every business."

For additional information, **text the word JIM to 48685** or visit our consumer portal at www.My336Deals.com. Our business portal can be found at www.48685.biz.

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