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TWEENS RECEIVE PERSONALIZED TEXT MESSAGES From SANTA TO BENEFIT *MARCH OF DIMES*

Santa Goes Mobile: Textsanta.net lets parents sign up for texts from Santa

North Pole, AK -November 10, 2008- In an effort to increase operational efficiencies at the North Pole Santa Claus has added SMS text messaging to help keep children all over the globe informed of his Christmas progress at the North Pole.

Elves in Santa's research department have identified a large percentage of American children that have their own personal mobile phones and Santa has decided that this new method of communication is a great opportunity to spread holiday cheer.

According to Nielson's media research there are **twenty million "tweens," children age 8 to 12**, currently living in America. Of those twenty million children, **nine million of them have their own mobile phone** and engage in text messaging as a common past time. In today's society children's minds are not filled with visions of sugar-plums, but rather their eyes are glued to their mobile phone waiting for those special text messages from Santa himself.

Santa has made it easy for parents, grandparents, and other family members to register lucky children for this unique one of a kind gift. When someone registers their child with textsanta.net their child will receive three separate personalized text messages from Santa. If the child does not have his/her own cell phone the messages can be sent to a parent's phone. One dollar from every transaction will be used to support the March of Dimes.

The child's data will be protected by data encryption, used only for the one way contact from Santa as purchased and approved by the parents. Information will then be destroyed immediately by elves in Santa's shredding department. Standard text messaging rates apply.

For more information about this topic, please visit textsanta.net or contact TJ Kirgin by phone at 314-581-2408 or e-mail at tj@anchorstl.com