s o p h i s t
PRODUCTIONS

FOR IMMEDIATE RELEASE

SOPHIST SURPASSES $3 MILLION RAISED THROUGH TEXT-TO-PLEDGE™

Plans to Reveal Full 2009 Text-to-Pledge™ Financials and New 2010 Features During Upcoming Webinar

New York, New York, January 7th, 2010 – A string of December New York fundraising events have driven the total raised to date via Sophist Productions' Text-to-Pledge™ program past the $3 Million mark. The Partnership for a Drug Free America, Inner City Scholarship Fund, and numerous Jewish Causes deployed the program successfully to close out the 2009 Fall Gala season, collectively raising almost $400,000 last month alone.

Sophist Productions uses a fusion of sponsor activation, digital signage, and interactive on-screen text messaging capabilities in order to create Text-to-Pledge™ (www.texttopledge.com), the execution of which generates eco-friendly, public, competitive, and viral giving environments at fundraisers targeting major donors, most often sit-down galas, dinners, and luncheons hosting 250 guests or more. As pledges are sent from attendee mobile phones, the copy is broadcasted on screen in real time for all attendees to see. Following the event, SMS is used to communicate with donors and streamline collection efforts. Text-to-Pledge™ pricing is risk free for Non Profit Organizations.

Sophist, the top mobile fundraiser in the United States, now plans to host its third *Making Mobile Mandatory* webinar February 2nd on www.texttopledge.com. The virtual event will be an effort to share two complete years of financial data with Non Profit officers and consultants nationwide, while additionally offering the opportunity for an interactive discussion on the future of third screen prospecting, development, and fundraising. On the webinar, Sophist CEO Reed Baker will present the charity world with a transparent 2009 Text-to-Pledge™ accounting, as well as announce numerous new program features and partnerships aimed at further improving fundraising ROI through Text-to-Pledge™ and the mobile channel. Says Baker: "We now have two solid years of data and growth to analyze. No one has contributed more to the evolution of Text-to-Pledge™ and the mobile fundraising channel than the charities forward-thinking enough to experiment in the space. And the webinars have been great tools to use in packaging the results of their work and offering these results back to them in ways that help improve current and future campaigns."

For complimentary registration for the February 2nd, 2010 *Making Mobile Mandatory* webinar, please visit www.texttopledge.com/webreg

Sophist Productions LLC is a music and event production company based in New York City providing Branded Entertainment services to celebrity, corporate, and non profit clientele.

###

For further information on Text-to-Pledge™, visit www.texttopledge.com. To schedule an interview contact Michael McConnell at 347 528 6144 or mike@sophistproductions.com