

Five and Fifty announces SMS ad partner, expansion to four cities

Kansas City August 11, 2011 by [Michael Stacy](#)



Five and Fifty on Wednesday [announced a partnership](#) with [4INFO](#), the largest SMS ad network in the U.S., that will enable the Overland Park, Kan.-based company to provide instantly redeemable deals delivered in real time to mobile consumers.

Five and Fifty is a deals service [launched earlier this year](#) that allows businesses to offer short-term (five hours or less) deals via SMS and other mobile technologies. Currently operational in the Kansas City area, Five and Fifty on Sept. 1 will expand its services to include New York, San Francisco, Los Angeles and Denver as part of its deal with 4INFO. At that point, a Five and Fifty release said, the company will be able to reach more than 85 million consumers in North America.



Five and Fifty plans to leverage 4INFO to deliver relevant deals based on location, consumer interest and other targeted means. Consumers of 4INFO services will be able to receive Five and Fifty's time-sensitive deals and use them right away at nearby locations.

"This is a tremendous opportunity for us to expand our service and supply our instant deals using 4INFO's vast network," Chris Routh, CEO of Five and Fifty, said in the release. "Our clients can now put their time sensitive deals in front of more than 85 million consumers around the country."

“We’re excited to be working with Five and Fifty,” Mort Jensen, senior director of business development at 4INFO, said in the release. “Their service offering is perfectly aligned with the messaging aspects of our business. However, with their service being centered around ‘five-hour deals,’ they’re also uniquely positioned to leverage in real-time the power of our audience network.”

(Left, an example of a Five and Fifty deal. Screenshot from fiveandfifty.com)