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for immediate release

Voyager Announces Kayyah SMS - Mobile Real Estate Marketing

(25 April 2009, Santa Fe, NM) Today Voyager announced their release of a mobile marketing solution designed to increase leads and decrease the costs of real estate marketing at the same time.

"How many times have you walked over to a real estate yard sign and found there were no more flyers in the box that reads; FREE Take One," asked Bart Wilson, Chief Marketing Officer at Voyager International. "We're changing that with Kayyah SMS. Agents no longer have to miss a lead from people driving in the neighborhoods they want to live in. The costs of Mobile Messaging are affordable now. Our clients are pretty excited about our new Kayyah SMS services. Brett Keppler of TREO Realtors is one of the first brokerages to sign up and we've already issued them a custom Go Code. You can text the Go Code: KAYYAH to 48696 and experience Kayyah SMS on real, live listings ranging from \$7 million down to \$249,000."

There are 203 million US wireless subscribers pay for text messaging right now. Text messaging has become so popular, in fact, that U.S. mobile subscribers now send and receive more text messages in a month than they make phone calls. With Kayyah SMS, prospects can simply type in the agent Go Code displayed on the yard sign into their cell phone and they'll get instant information on the property and the agent receives a lead notification.

"We're excited to be working with Voyager" adds Rich Abronson, VP of Products and Marketing at Gumiyo. "We've been a big hit with automotive firms and partnering with Voyager is a real win-win because of Voyager's large marketing presence and broad base of real estate clients. Gumiyo's Mobile ready platform integrated with Kayyah allows Voyager to offer turnkey listings management, rich mobile sites, and SMS marketing for thousands of real estate listings"

"Custom vanity Go Codes such as COLDWELL, C21, SOLD, REOS or HOMES are going to sell quickly," adds Barry Black, VP of Sales at Voyager. "We're already getting into a bidding war on these Go Codes from agents and brokers calling now. We are also offering a custom text phone number to people can text their custom Go Code to a vanity number like HOMES (46637) for example. These are available at \$2,000 for a one time set up and have a monthly recurring fee of \$1,200 on top of their monthly usage fees."

About Voyager International

Voyager has been the leading source of virtual tour camera kits, virtual tour hosting and ad agency marketing - advertising services which is what keeps our clients at the very top of the real estate food chain. Our work has been favorably reviewed by Inman, the Wall Street Journal, Business Week and ABC's Nightline. We own and operate the first Open MLS International real estate portal (Kayyah.com) that is 100% free from MLS politics and generates more than 82,000 fee-free leads a month for our subscribers.

Established in 1997, Voyager is a privately held corporation with headquarters in Santa Fe, NM and has offices and affiliates in Canada, the United Kingdom and Dubai. Voyager begins franchising in late 2009.

About Gumiyo

Gumiyo is a technology company that enables a wide variety of small and medium-sized businesses to easily enter the mobile space. By seamlessly integrating a mobile presence into an overall marketing strategy through SMS, mobile applications, and the Mobile Web; partners and advertisers can dramatically increase the number of interactive touch points with their customers anytime and from anywhere. As one of the earliest entrants in the field of mobile classifieds, mobile merchandising, and mobile marketing solutions; Gumiyo has built a reputation for expertise in mobile-based programming and content development.

The Gumiyo Mobile Ready Platform takes advantage of the unique capabilities of today's mobile handsets with an eye toward future innovations in the industry. Comprised of a flexible suite of tools, the Gumiyo Mobile Ready Platform is a turnkey solution enabling nearly any business to launch a mobile presence, merchandise inventory and listings to mobile phones, and run mobile marketing campaigns.