



CONTACT:

Yin Chang / Susan Austin
Phoenix Marketing Communications
973-748-4878 / 646-345-0138
yin@fiercebird.com / susan@fiercebird.com

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PREMIER LIFESTYLE BRAND CIELO SELECTS SPONGECCELL AS CROWN JEWEL IN ITS SOCIAL NETWORKING AND INTERACTIVE MARKETING STRATEGY

Undisputed NYC Mecca for House Music Saw Nearly 10% Increased Attendance

NEW YORK and SAN FRANCISCO, February 6, 2008 – Entering its 5th successful year as the undisputed NYC mecca for house music, [Cielo](#) selects [Spongecell](#) as the crown jewel in its social networking and interactive marketing strategy. The first Cielo event using Spongecell saw an increased attendance by nearly 10%.

In the heart of New York's fashionable Meat Packing District, Cielo combines international celebrity DJs with the environment of an intimate, private nightclub. An event-heavy business, Cielo has selected Spongecell to promote events online and convert online interest into attendance.

Spongecell allows anyone to click and customize an alert sent via SMS or email; add an event to their web-based calendar, such as Outlook, Google or Yahoo; or forward to an individual, group or their whole address book. It is also being used as part of the club's social marketing campaign as a way to manage, update and change promotions in real-time on MySpace and Facebook profiles for the club, the DJs and other talent.

The Cielo club is the venue of choice for some of dance music's most influential innovators such as **Francois K** ("Deep Space"), **Junior Vasquez** ("Master Class"), **Louie Vega** and **Kevin Hedge** ("Roots"), **Quentin Harris** ("Fresh Fruit"), **Tedd Patterson** ("Vibal"), **Willie Graff** ("Heaven") and owner / former Pacha Ibiza resident **Nicolas Matar** ("Paradizo"), who have chosen Cielo as the preferred destination (and residence) for their exclusive events.

"Cielo is a lifestyle brand and being able to increase our visibility online, where clubbers look for information, and being able to track the attractiveness of our talent or a specific event before and after its happened is important to us," said Karrie Goldberg, director of Marketing and Events, Cielo. "Spongecell's publishing tools enable us to begin a conversation with audiences loyal to the club, the DJ or other talents. The biggest plus is the ability to automate the management of our rich media event pages and social networking sites."

With Spongecell, Cielo can segment, target and personalize its communications based for each of its events and DJ personalities. Individual interaction with each event can be tracked to distinguish the success, including social marketing campaigns. Overtime, customized campaigns can be developed based on the data gathered on the clubbers based on the events attended, preferences and online interest. Each web-based communication retains the brand of the company, artists or individual.

“Cielo adds its name to the growing list of well-known entertainment and media brands using Spongecell including Shakira, Jamiroquai and Flavorpill,” said Ben Kartzman, president, Spongecell. “Instead of a passive reminder push, our marketing software is the catalyst for driving action from online information. Whether it’s a major entertainment brand like Cielo, an independent promoter or a small entertainment venue, our software converts consumer interest into participation.”

An interactive marketing software that helps drive online consumers to take action – from event participation to ticket sales – Spongecell provides real-time metrics for marketers and event promoters. Reports show how the event information spreads via widgets, links, invitation forwards, SMS reminder and the like.

About CIELO

Located at 18 Little West 12th Street, in the heart of New York City’s trendy Meat Packing District, Cielo is open nightly from 10:00pm-4:00am. The 350 person capacity club features a world-class, state-of-the-art digital Funktion One sound system and an atmosphere of timeless 70s dance décor. Over the last 4 years, Cielo has continued to thrive and collect accolades including: “Best Nightclub” by *Village Voice* 2006, “Best Deep House Club” by *New York Magazine* in 2006, “Best Club” and “Best Resident DJ – Francois K” for two years running by Club Awards 2005 & 2006, “Best Venue USA” by *URB Magazine* 2005 and “Best Club” by Dancestar Awards USA 2004. Cielo is the only North American Venue to be nominated at the House Music Awards in 2005 & 2006 and was included in the Top 50 Nightclubs in the World in 2006 & 2007 in *DJ Magazine*. For more information visit Cielo’s website at www.cieloclub.com.

About Spongecell

Spongecell is a web-based software application that creates direct, one-on-one engagement between brands and consumers and converts interest into participation in online and offline sales, events, promotions, and activities. Spongecell has been used successfully by Lucky Jeans, Yari Film Group, Flavorpill.com, and Shakira, among others. Founded in 2005, the company is funded by Halo Venture Partners, The Interpublic Group of Companies (IPG) and the Pilot Group. For more information, go to www.spongecell.com.

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