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## NEWS - "Wired Wheels" Shuttles Manhattan Holiday Shoppers in Style

Posted by: [AGORACOM](#) on November 15, 2007 09:00AM

### **Bluetooth-Enabled Infiniti Fleet to Provide Free Transportation and Answer Virtually Any Holiday Question Through AskMeNow Service on the New BlackBerry Curve 8320 From T-Mobile**

NEW YORK, NY - Nov 15, 2007 - AskMeNow and Infiniti announced today the debut of "Wired Wheels," a free shuttle service for weekend holiday shoppers in Manhattan. In conjunction with WIRED magazine and Research In Motion (RIM), shoppers who visit the WIRED Store can be chauffeured to their next Manhattan destination in a brand new Bluetooth®-enabled Infiniti FX, QX or G Sedan. Infiniti will serve as the exclusive advertiser of the AskMeNow service for the duration of the promotion.

The WIRED Store is WIRED magazine's annual pop-up retail store where visitors are invited to test innovative products, attend events, and purchase featured products online at

[www.wired.com/wiredstore](http://www.wired.com/wiredstore). This year, the WIRED pop-up store will be located at 60 Greene Street, between Spring and Broome, in the SoHo neighborhood of Manhattan. The store is open for six weeks from November 16 through December 30, from 12:00 p.m. to 8:00 p.m. Wednesday through Friday and 11:00 a.m. to 7:00 p.m. Saturday and Sunday.

Each Infiniti vehicle will feature a chauffeur to not only drive customers through crowded city streets, but also to demonstrate the advanced interior technology of the Infiniti fleet, including the vehicle's Bluetooth feature paired with an all-new BlackBerry® smartphone, the BlackBerry® Curve(TM) 8320 from T-Mobile USA, Inc. Each smartphone will also come loaded with the unique AskMeNow Application, allowing passengers to ask almost any question and receive immediate answers. Need directions to Barney's? Want to know the price of a pastrami sandwich at Carnegie Deli? Need the address of the closest Infiniti dealer or T-Mobile retail location? Use AskMeNow on the BlackBerry Curve 8320 from T-Mobile in the Infiniti WIRED Wheels! The shuttle vehicles will run from the WIRED Store location at 60 Greene in SoHo as well as from the five Manhattan W Hotel locations.

During the promotional period, users of the AskMeNow service can text in the unique promotional Infiniti keyword "G37" to AskMeNow's short code 27563 (A-S-K-M-E) to receive unlimited access to the AskMeNow service and free downloads of AskMeNow applications for BlackBerry smartphones, including the new BlackBerry Curve 8320 from T-Mobile, which will also be the featured smartphone of the in-store display vehicle. Additionally, users can access the new AskMeNow mobile site by visiting [www.askmenow.com/mobile](http://www.askmenow.com/mobile) from their smartphone's browser. Co-branded promotional materials will be available in the shuttles and the in-store.

## **ABOUT ASKMENOW**

AskMeNow (OTC BB:[AKMN.OB](#) - [News](#)) is the easiest, most convenient way to access information on the Internet or from local content from your cell phone or mobile PDA device. The first mobile lifestyle network, AskMeNow utilizes its proprietary technology to offer a natural language based interaction and dynamic content provision platform designed for simple and quick information retrieval. The Company generates revenues through per usage fees and one to one contextual mobile advertising sponsorships. AskMeNow launched officially in November 2005. The Company is based in Irvine, California. Please visit [www.askmenow.com](http://www.askmenow.com) for more information.

## **ABOUT INFINITI**

Infiniti offers a full-line of luxury performance automobiles, including the G sports coupe and sedan, M luxury performance sedan, FX premium crossover SUV, QX full-size luxury SUV, and the EX personal luxury crossover, which goes on sale in December. Infiniti was recently named the #1 Luxury Brand in vehicle satisfaction for 2007 by AutoPacific. More information about Infiniti and its Total Ownership Experience (TOE) can be found at [www.Infiniti.com](http://www.Infiniti.com).

## **ABOUT WIRED**

Since 1993, WIRED magazine has chronicled the people, companies, technologies and ideas that are transforming the world around us. Each month, WIRED delivers a glimpse into the future of business, science, entertainment, education, culture and politics. Under the leadership of editor-in-chief Chris Anderson, WIRED has been nominated for an unprecedented six consecutive National Magazine Awards for General Excellence, winning the industry's prestigious top prize in 2007 and 2005. WIRED magazine and Wired.com reach nearly 6 million readers per month.

## **ABOUT THE AGENCY**

TEQUILA\ Worldwide ([www.tequila.com](http://www.tequila.com)) creates disruptive ideas for global clients including adidas, Beiersdorf, Canon, Masterfoods, Nissan, Sony PlayStation and Standard Chartered Bank. With 48 offices in 35 countries, TEQUILA\ is dedicated to building and managing customer relationships

through CRM, interactive and promotions. TEQUILA\ is part of TBWA\Worldwide, ADWEEK's 2006 Global Agency of the Year, and is one of the fastest growing top-ten global agency networks.

### ***Forward-Looking Statements***

*This press release contains certain statements which are not historical or current fact and constitute forward-looking statements within the meaning of such term in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual financial or operating results of the Company or AskMeNow to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements. Such forward-looking statements are based on our best estimates of future results, performance or achievements, based on current conditions and the most recent results of the Company and AskMeNow. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms may, will, potential, opportunity, believes, believes, expects, intends, estimates, anticipates or plans to be which are uncertain and forward looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's reports and registration statements filed with the Securities and Exchange Commission.*

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