



MFA contact:
Amelia Carignan
Museum of Fine Arts, Boston
617.369.3447
acarignan@mfa.org

HILL|HOLLIDAY

Hill Holiday contact:
Greg Winter
Hill Holliday
617.859.4179
gwinter@hhcc.com

FOR IMMEDIATE RELEASE

Museum of Fine Arts, Boston Launches New Mobile Initiative

MFA Mobile is first of its kind in the U.S.



BOSTON, MA (September 12, 2007)—Today, the Museum of Fine Arts, Boston (MFA) announced the launch of its *MFA Mobile* program—the first of its kind in the United States. Developed by Hill Holliday, *MFA Mobile* allows users to wirelessly download Museum masterpieces to cell phones and other mobile devices. Through *MFA Mobile*, users are able to personalize a mobile device with works of art from the Museum’s extensive collection of art, ranging from a Claude Monet water lily or Edward Hopper lighthouse to an Egyptian sculpture or African mask. The program launched today on the Web at <http://mfamobile.mfa.org/>, on the mobile Web at <http://mobile.mfa.org> and through out-of-home advertising, bus shelters and direct marketing materials also developed by Hill Holliday.

“We’re thrilled to be the first museum in the country to initiate a Mobile Wallpaper program, enabling users to carry a Museum masterpiece with them, wherever they go” said Kim French, Deputy Director of Communications at the MFA. “The MFA continues to explore opportunities to broaden the distribution of its encyclopedic collection of art through new technologies.”

“*MFA Mobile* takes advantage of the popularity of mobile content and recognizes the importance of the mobile channel in people’s everyday lives.” said Thi Linh Wernau, Hill Holliday Mobile Marketing. “We wanted to help the MFA share their extensive collection of art beyond the walls

of the Museum to mobile phones. In this way, we hope to demonstrate art is for everyone and support the MFA's goal of making art a part of your life."

With *MFA Mobile*, users can select a single wallpaper or become a monthly subscriber and receive up to five downloads plus a bonus wallpaper each month. The MFA has also launched a text alerts program that enables participants to receive the latest information on upcoming events and access to exclusive offers and discounts. At launch, there are 50 wallpapers available and the MFA plans to load additional wallpaper content on an ongoing basis. The available wallpapers reflect the diversity of the Museum's collection, from American and European paintings to sculpture and textiles.

Hill Holliday leveraged its mobile marketing expertise to design, implement and launch *MFA Mobile* for the Museum of Fine Arts, Boston. The agency also secured the branded short code MYMFA (69632) and embedded it within a multi-channel environment, including the Web at mfa.org/mobile, outdoor advertising and direct marketing. Mobile marketing is a specialized service offering within Hill Holliday Interactive. mStyle, a mobile technology provider based in Boston, powers the MFA Mobile platform. Hill Holliday partnered with mStyle to provide the mobile messaging and content delivery application.

Pricing Details

A single wallpaper is priced at \$1.99. Users may choose an *MFA Mobile* subscription for \$4.99 per month, which includes up to five wallpapers per month and a bonus exclusive wallpaper of the month. The subscription can be automatically renewed each month. However, users will receive a text alert reminder each month with an option to cancel at anytime. Text alerts are offered at no charge.

DIGITAL PHOTOGRAPHY

Please contact Amelia Carignan at the MFA: 617.369.3447, acarignan@mfa.org or Greg Winter at Hill Holiday: 617-859-4179, gwinter@hhcc.com.

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Mobile marketing is a specialized service offering within Hill Holliday Interactive. Hill Holliday leverages its mobile marketing expertise to provide clients with new and relevant ways to connect with audiences through the mobile channel. Hill Holliday helps its clients navigate the complexities of the mobile ecosystem and provides end-to-end mobile marketing services and solutions, within an integrated, multi-channel communications environment.

Museum of Fine Arts, Boston

The Museum of Fine Arts, Boston (MFA), is recognized for the quality and scope of its encyclopedic collection, which includes an estimated 450,000 objects. The Museum's collection is made up of: Art of the Americas; Art of Europe; Contemporary Art; Art of Asia, Oceania, and Africa; Art of the Ancient World; Prints, Drawings, and Photographs; Textile and Fashion Arts; and Musical Instruments.

Open seven days a week, the MFA's hours are: Saturday through Tuesday, 10 a.m. – 4:45 p.m.; Wednesday through Friday, 10 a.m. – 9:45 p.m. General admission (which includes two visits in a 10-day period, but does not include Gund Gallery exhibitions) is \$17 for adults and \$15 for senior citizens and students age 18 and above. Students who are University Members are free. Admission is free for children 17 years of age and under during non-school hours. Admission also is free (except for Gund Gallery exhibitions) during Citizens Bank Foundation Wednesday Nights (4–9:45 p.m.); voluntary donations are welcome. The Museum is closed on New Year's Day, Patriots' Day, Independence Day, Thanksgiving, and Christmas. For general visitor information, visit the MFA website at www.mfa.org or call 617.267.9300.