

NEWS RELEASE



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CAVS PROVIDE TEXTING SERVICE

LAWTON, Okla. – Fans of the Lawton/Fort Sill Cavs can now sign up with Club Texting to receive automatic updates on game days, final scores, Cavs appearances, MVP voting, and contests using their mobile phones.

Nicole Roames, Director of Aggie ImPReSSions the Cavs PR firm, said that the Cavs are exploring new methods of communicating with their fans so that they receive the latest information available.

“The expanding digital world is opening interesting avenues to reach people” Roames said.

Fans can text **CAVS** to 25827 to subscribe to the text messaging list and begin receiving updates directly to their mobile phones. They will then receive an automated reply message confirming their subscription. In every text message sent there is a code provided if a fan would like to unsubscribe at any time.

The subscription supplies fans with the opportunity to participate in contests where winners are chosen at random for sweepstakes and other special offers. Fans will be able to vote for their choice of MVP right from their phone.

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The subscription has no monthly fee and the participants are only charged standard text messaging rates through their mobile phone provider.

The texting service can support the following service providers: Alltel, boost, AT&T, MetroPCS, Nextel, Sprint, T-Mobile, US Cellular, Verizon Wireless, Virgin Mobile US, ACS Wireless, Amerilink Wireless, Arch Wireless, Cellcom, Cellular One, Cellular South, Centennial Central Wireless, Cincinnati Bell, Cricket, Dobson Cellular, Edge Wireless, Iowa Wireless, Metrocall US, Midwest Wireless, North Coast PCS, Ntelos, Pacific Bell, Qwest Wireless, Rural Cell, Southwestern Bell, Suncom, Triton PCS, and Western Wireless. In addition, if fans are supported by another service provider not listed than Club Texting can add them as well.

For more information about Cavs basketball call (580) 353-CAVS (2287) or visit www.lfscavs.com.

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