

means for, responsive to an SMS message sent by a consumer to said SMS dialing number, using said coupon code to cross reference an identity code defined in an SMS and/or MMS coupon; and

means for sending any of an SMS coupon comprising at least an identity code that uniquely identifies the coupon and a text message that describes details of a promotion for products and/or services and an MMS coupon comprising at least an identity code that uniquely identifies the coupon and a multimedia message that describes details of a promotion for products and/or services.

16. The apparatus of claim **15**, further comprising the step of:

providing any of an SMS coupon message and/or MMS coupon message that comprises a promotion code for an advertiser to use later in identifying a promotion when the coupon is presented and an authentication code comprising a globally unique serial number that is used to verify authenticity of the coupon.

17. The apparatus of claim **15**, wherein all messages sent to the SMS dialing number are routed to a preconfigured processing server.

18. The apparatus of claim **15**, wherein an instruction for SMS messaging is shown as any of a banner on an advertisement, a call out box on said advertisement, in said advertisement as text and/or graphics, as audio instructions on how to retrieve said coupon using SMS messaging.

19. A method for distributing SMS and MMS coupons, comprising the steps of:

a database comprising advertisements and any of SMS coupons comprising at least an identity code that uniquely identifies the coupon and a text message that describes details of a promotion for products and/or services and MMS coupons comprising at least an identity code that uniquely identifies the coupon and a multimedia message that describes details of a promotion for products and/or services, wherein each coupon is associated with an advertisement;

a Web interface for registering said SMS and MMS coupons;

an advertisement that promotes products and services and publicizes an SMS and/or MMS coupon, comprising at least an SMS dialing number comprising a predetermined code that is used to retrieve a coupon, a coupon code, and advertising content that describes products, services, or/and promotions, said advertisement instructing consumers to send an SMS text message to said SMS dialing number to retrieve a coupon; wherein an advertisement, along with an associated coupon, is chosen from said database and is displayed in public media;

a plurality of SMS and/or MMS enabled devices for an SMS message to said SMS dialing number and, responsive thereto, receiving any of an SMS and MMS coupon; and

an SMS processing server for receiving an SMS message sent to said SMS dialing number and, responsive thereto, sending any of an sending any of an SMS and MMS coupon to an SMS and/or MMS enabled device that originated said SMS message.

20. The method of claim **19**, further comprising the step of:

an advertiser inputting an advertisement, along with an SMS or MMS coupon, into said database through said Web interface.

21. The method of claim **19**, further comprising the steps of:

for each SMS coupon, an advertiser specifying a coupon code and a text message for the coupon; and

for each MMS coupon, an advertiser specifying a coupon code and a multimedia message for the coupon.

22. The method of claim **19**, further comprising the step of:

checking and ensuring the uniqueness of a coupon code.

23. The method of claim **19**, wherein said advertisement is shown on a digital sign and said advertisement, along with a coupon, is transmitted electronically and displayed in real time.

24. The method of claim **19**, further comprising the step of:

routing an SMS text message to said SMS processing server **450**;

wherein said SMS processing server is preconfigured to process all incoming messages to said SMS dialing number.

25. The method of claim **19**, wherein when an SMS coupon message or an MMS coupon message that matches a coupon code is found in said database, said coupon message is sent to said SMS and/or MMS enabled device.

26. An apparatus for redeeming SMS and/or MMS coupons, comprising:

an SMS and/or MMS coupon presented by a consumer to a store to obtain a promotion, said SMS and/or MMS coupon provided to said consumer comprising:

an advertisement that is used to publicize SMS coupons and/or MMS coupons;

wherein said advertisement is displayed on any of digital signs, televisions, billboards, newspapers, magazines, other printed media, and Internet Web pages;

said advertisement comprising at least an SMS dialing number comprising a predetermined code that is used to retrieve a coupon, a coupon code, and advertising content that describes products, services, or/and promotions, said advertisement instructing consumers to send an SMS text message to said SMS dialing number to retrieve a coupon;

means for, responsive to an SMS message sent by a consumer to said SMS dialing number, using said coupon code to cross reference an identity code defined in an SMS and/or MMS coupon; and

means for sending any of an SMS coupon comprising at least an identity code that uniquely identifies the coupon and a text message that describes details of a promotion for products and/or services and an MMS coupon comprising at least an identity code