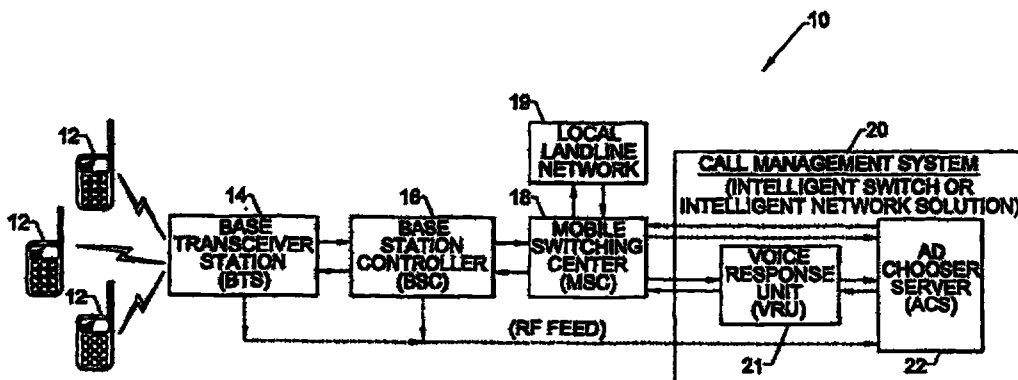




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(54) Title: SYSTEM AND METHOD FOR PROVIDING TARGETED MESSAGES BASED ON WIRELESS MOBILE LOCATION

**(57) Abstract**

A system and method is provided for inserting messages, and in particular, commercial information or advertisements, into a wireless mobile communication that are targeted to a subscriber of a Cellular Personal Communications Service (C/PCS) or Global Mobile Personal Communications Service (GMPCS). In a preferred embodiment, the messages are targeted to the subscriber of the service on the basis of the wireless mobile location of the terminal at the time of the wireless mobile communication. The system includes at least a wireless mobile terminal, a Base Transceiver Station and a Call Management System. The method of the invention includes at least the steps of: (1) compiling a first database of pre-selected messages to be targeted to the subscriber and predetermined criteria for choosing the messages to be targeted to the subscriber; (2) transmitting a wireless mobile communication comprising a call signal and Wireless Mobile Location Data included with the call signal; and (3) utilizing the first database of criteria for choosing a message from the plurality of pre-selected messages to be targeted to the subscriber on the basis of the wireless mobile location of the terminal.