

- FOR IMMEDIATE RELEASE -

NEW SOFTWARE 'e-txt™' SET TO REVOLUTIONISE DIRECT MARKETING

e-txt™ msg manager set to revolutionise text messaging from the PC; works just like email; the breadth of features, cost savings and ease of mobile communications will stamp the Dynmark brand as a messaging solutions provider at the centre of the DM and customer relationship management (CRM) industry

The International Direct Marketing Fair (IDMF) 2-4 March at Earls Court (stand No.947) sees Dynmark International, a pioneering developer of PC-based SMS/MMS applications and services, launch 'e-txt™' msg manager - a PC to mobile messaging application which allows users to manage SMS just like email.

According to Dynmark International, 'e-txt™' msg manager can be used to deploy sophisticated mobile marketing campaigns and CRM solutions in minutes, and offers convenient low cost, easy to use, multi-featured PC to mobile communication. Packed with innovations, 'e-txt™' will help deliver DM programmes as an extremely cost effective solution, especially on high volume text broadcasts.

Dynmark International founder and MD, Oscar Jenkins, explains: " Using the web, text can be sent worldwide at a single fixed price and for far less than it would ordinarily cost to text UK-only mobile to mobile and at a transmission speed of about 50 message per second, it leaves mobile generated texts in the dust.

"It may be priced like a consumer application but it packs a punch! The programme is fully featured enterprise software without a doubt."

To date using text messaging for promotional purposes has been the exclusive domain of large organisations and big brands that can afford to pay for the development of bespoke systems. Also, the charges levied by mobile carriers and message aggregators make sense only to those sending large monthly volumes of texts. e-txt™ provides an out-of-the-box solution for under £30 with no on going commitment and allows everyone to take advantage of wholesale message costs.

According to Jenkins, the need for an affordable mass-messaging platform for marketers has never been greater:

"Text is a growing and compelling communication medium – immediate, broadcastable and cost effective," explains Jenkins. "Messaging is now seen as an acceptable main stream communication medium and a valid tool for a range of promotions and communications, in addition to the all important development of CRM – whether the target recipients number hundreds or thousands."

Essentially e-txt enables immediate and inexpensive communication to anyone with a mobile phone, anywhere, anytime - linking large and often disparate groups from any PC.

Standard features allow personalised messages to be broadcast and responses received and filtered. Using the application one can secure the use of an exclusive text number or UK short code, which then allows users to send premium rate reverse billed messages, at any of several

price points, to generate revenue from promotions. Use of an exclusive number or short code also allows users to set up automated responses dependent on key words.

Tom Guy, Marketing Manager for PC World, comments: 'e-txt™' is the most innovative corporate application we have seen in ages. It makes texting much more accessible and affordable." 'e-txt™' will be available from all PC World stores from late March and is also available from www.e-txt.co.uk.

- ENDS -

About Dynmark International

Dynmark develops PC based SMS software and MMS software. The company's range of applications enables users to send and receive normal, premium rate reverse billing and binary SMS and MMS messages between PCs and mobile handsets. Mobile messages can be sent to, and received from over 500 networks in 200 countries.

Products include e-txt™ (pronounced e Text) the Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Other messaging software includes mobile marketing and promotion, customer relationship management and communications applications. For further information visit www.dynmark.com and www.e-txt.co.uk.

About e-txt™

e-txt™ (pronounced e Text) is Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Whether you are using it for Mobile Marketing, Bulk SMS, Sending SMS for CRM purposes 24x 7, e-txt is the perfect mobile messaging software. Used as an SMS gateway it provides among the lowest cost SMS UK solutions. e-txt™ is the UK's number 1 PC based SMS texting application and is used by nightclubs, pubs, restaurants, hotels and bars as a superior marketing tool to flyers and by other industries as powerful SMS marketing, SMS texting, SMS service and Customer Relationship Management application.

Visit www.e-txt.co.uk and www.dynmark.com for more.

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