

- FOR IMMEDIATE RELEASE -

Dynmark secures exclusive software distribution deal with KOCH Media

Date : 14 August 2003 - Leading UK software distributor, KOCH Media (www.kochmedia.co.uk), has agreed a deal with mobile software applications developer Dynmark (www.dynmark.com) for the exclusive sales distribution of Dynmark's applications. The first application covered by this agreement is Dynmark's powerful PC-based text messaging programme, SMS Press.

During the past four months text message traffic in the UK has exceeded 2.2 billion messages each month, with growth showing no sign of abating. Whilst the messages are predominantly P2P, these figures confirm that texting has become one of the most popular methods of communication, both in the UK and globally. It's clear that the public like to communicate via text message and organisations not communicating with people on their own terms will lose out to those that do.

Dynmark's SMS Press is the only PC-based application on the market to make available robust and professional text-messaging services at wholesale message prices. Designed for Microsoft Windows operating systems; 2000 and XP, SMS Press operates like a standard e-mail application, allowing organisations and individuals to communicate efficiently via text message from a PC.

Global catalogue resellers Systemax, owners of Misco and Simply Computers are among the first retailers to stock SMS Press, along with Microwarehouse, owners of Technomatic and MacWarehouse. Oscar Jenkins, Dynmark's CEO said, "I am delighted to announce that early indications point to strong demand for SMS Press in the UK, so now we need to spread the net much further. KOCH Media's experience in promoting consumer and business software to retailers will ensure that SMS Press is widely available throughout the UK and Ireland"

This latest deal will significantly increase the availability of SMS Press, which retails at £49.99, and extend its market reach, through KOCH Media's extensive distribution network. Kerri Davies, the commercial director of KOCH Media, said "SMS Press is an excellent application and first of its kind on the market. The press have endorsed this position and I believe there is huge opportunity for SMS Press to help users and businesses communicate efficiently via text messaging. Our distribution network will enable rapid sales growth in the UK and Ireland."

- 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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