

- FOR IMMEDIATE RELEASE -

## **Chic London Restaurant Serves Up Mouth Watering Text Messages**

### **Great Eastern Dining Rooms Restaurant & Bar uses Dynmark's SMS Press to whet the appetite**

Date: 14 July 2003 - Great Eastern Dining Rooms Restaurant and Bar in London's City is using SMS Press, a powerful text-messaging tool from Dynmark [www.dynmark.com](http://www.dynmark.com), to provide its clients with a range of useful information; including booking confirmations, details of its extensive and diverse menu and special promotions.

SMS Press allows users to set up and send a distribution of personalised SMS text-messages quickly and easily to lists of recipients. Great Eastern Dining Rooms initially set up the system to reduce the number of bookings that failed to turn up, by sending test messages to its clients confirming dates and times of reservations. The system worked immediately with the number of no-shows reduced by 30% in the first two weeks. Great Eastern Dining Rooms now has plans to extend its use of SMS press into improving other parts of the business.

"This is an excellent promotional tool." said Kevin Jackson the Manager of Great Eastern Dining Rooms. "No-shows are a perennial problem of the restaurant industry. I wanted something that helped us to reduce this and improve our guests' experience before they walked through the door. It took my team minutes to set up and start using SMS Press and the results were instant. Our guests loved the personal attention and the number of no-shows dropped considerably. We now have plans to use SMS Press to alert our clients to all sorts of promotions we've got coming up throughout the year." he added.

"People love the speed and convenience of texting. Not only is it fun but it's tremendously practical." said Oscar Jenkins, Dynmark's CEO. "SMS Press enables businesses like Great Eastern Dining Rooms to show customers that they care before they've even met them and then again after they've paid their bill. The data is there to use, it's a simple idea with enormous potential." he added.

- 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](http://www.dynmark.com) and [www.e-txt.co.uk](http://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](http://www.e-txt.co.uk) and [www.dynmark.com](http://www.dynmark.com) for more.

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