

PRESS RELEASE

Dynmark launches its upgraded of e-txt[™] v4.5.2, the award winning* PC based bulk SMS software

Cheltenham, UK, 18th August 2005 - Gloucestershire based SMS text messaging software specialists, Dynmark International Limited, publishers of the e-txt[™] range of text messaging software applications today announced the release of a major upgrade of e-txt[™] to version 4.5. The upgrade is free to existing users and is available as an automatic update. New users will receive version 4.5 from 22nd of August.

At first glance the new version of e-txt[™] looks like the previous versions, but to support Dynmark's claim that the new version is "bristling with new functionality" is a range of advanced and well thought out new features.

The new version of software takes advantage of Dynmark's dedicated high-speed connection to Vodafone UK and incorporates a host of associated features that this enables. As part of the move to Vodafone UK, Dynmark has invested heavily in a new server platform to which e-txt[™] 4.5 connects. The company claims e-txt 4.5[™] increases, by at least a factor of 10 over previous versions, the speed at which messages can be delivered to handsets.

Dynmark has maintained its design principal of providing SMS functionality in the familiar "look and feel" of an e-mail type program. Users of common e-mail applications will feel at home immediately with e-txt[™] 4.5. As well as the expected ability to send and receive large volumes of text messages and manage large numbers of contacts, e-txt[™] 4.5 also includes the following features:

- One or more Vodafone Big Mobile numbers (the same as an ordinary mobile number but more memorable and used for data only) can be connected to e-txt[™] 4.5. There is no SIM card involved making the delivery of text message back to

e-txt™ 4.5 extremely reliable and fast. Each number costs £20 per month rental with only a three-month commitment. But you don't need to have a dedicated number to receive text messages to your PC. If you send a message and want a response to your PC, a shared number is used as the sender ID. The e-txt™ servers works out whose messages are who's and are delivered to the appropriate user's inbox.

- A powerful rules tool allows for the easy creation of lists of contacts and the deployments of predefined responses to SMS messages received containing key words and message content. Rules also provide the ability to automatically clean a list of contacts depending on message delivery history and for list members to join and remove themselves from lists. This makes list building and management of contacts surprisingly easy.
- Comprehensive delivery reporting is now included. This means you know exactly where messages are in the sending process right through to delivery to the destination handset. Importantly, unlike most companies that provide professional bulk SMS services, with e-txt™ 4.5 users only pay for messages that are delivered to handset. A really useful feature, in this area of functionality, allows a validity period to be set. After this period, if a message has not been delivered to the destination handset for whatever reason, it is destroyed and your account is credited accordingly.
- Adding to the usefulness of text messaging, e-txt™ 4.5 now includes a host of internet related functionality. A simple tool, which can be used to easily create and publish mobile web pages, is included. Links to these pages can be automatically added to text messages so recipients of texts can easily navigate to published pages. There is also support for email to SMS and SMS to email. Advanced users will be able to deploy seemingly unlimited mobile services by using an advanced rules feature, which provides the ability to interrogate online resources via a text message and then receive the results back via a text message.

Dynmark's chief executive, Oscar Jenkins remarked, "In the same way that internet is based on email and web, mobile internet is based on text messages and web pages customised for viewing on mobile handsets". He goes on to point out "e-txt[™] 4.5 gives organisations the ability to manage a full range of mobile customer relationships".

- ENDS -

NOTES TO THE EDITOR

About Dynmark International

Dynmark International Limited – (pronounced Dine-Mark) is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions for businesses globally. The range of products and services includes the award-winning* e-txt[™] bulk SMS text messaging application and the Mobile Promotions Exchange (MoPEX), a unique environment which puts advertisers in touch with owners of opt-in lists of mobile numbers.

About e-txt[™]

e-txt[™] (pronounced e-Text) is award-winning*, powerful bulk SMS text message distribution and management system that operates like familiar e-mail applications – but rather than e-mails it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites, set-up email, and loads more.

* 2004 New Product Award - DMBusiness/International Direct Marketing Fair (IDMF)

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

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