

- FOR IMMEDIATE RELEASE -

Celtic Inns saves 80 per cent of its direct marketing costs with new initiative

18 June Celtic Inns, a pub operator in south and west Wales has today announced that it has saved 80 per cent of its direct marketing costs by using Dynmark's mobile phone texting software to reach its customers.

The new initiative involves sending text messages from e-mail to customers and notifying them of promotions, quizzes and discounts. The previous method of informing customers was through direct mailshots and local advertising; by switching to texting, the company has saved 80 per cent of its direct marketing costs.

Celtic is using Dynmark's SMS Press, a powerful text message distribution system that operates like an e-mail application, but rather than sending e-mails, Celtic uses it to send text messages. Customers can also text the company back with a response.

The cost of sending an average of 1,400 text messages a week is £77 compared to £392 to sending mailshots by post. On postage alone, Celtic makes a saving of 80 per cent on its costs. Response rates are higher too and recipients never ignore a text message.

Rory Lucas, marketing manager at Celtic Inns enthused: "It is the most effective way of communicating with customers that I have used. We used free prize draws to gather mobile telephone numbers in the pubs and now send texts to our customers alerting them to offers. Many customers have sent texts back, thanking us for the offer – a true indication that this form of marketing is very effective."

Celtic Inns currently arranges a monthly promotion for 30 of its pubs. On the evening of the promotion, texts are sent out to an average of 70-80 people at 6.00pm alerting them to the offer and then another text is sent at 9.00pm reminding them again. The types of message range from entering prize draws, to highlighting a quiz night by asking the first question by text message.

Oscar Jenkins, chief executive of Dynmark said: "This is an ideal way for businesses to communicate with their customers and is the future for direct marketing. It means that anyone who has opted in can be contacted anywhere at anytime, with offers that are specific to them."

The features of SMS Press include:

- Ability to send text messages to hundreds of recipients from a desktop PC
- No mobile phone or contract required
- Messages can be sent to over 500 GSM networks in 200 countries
- Up to 250 messages per second can be sent
- The distributor can choose a sender ID for each message

- Users can import and manage contacts, build and save list and groups, include merge fields to personalise messages and create message templates for recently used messages
- Scheduled messages can be sent up to seven days in advance

- 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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