

- FOR IMMEDIATE RELEASE -

SMS Press™, the SMS messaging platform for the rest of us, enters beta testing

London, 1 March 2002, Dynmark International Limited in conjunction with Industry colleagues announces the beginning of beta testing of SMS Press™

SMS Press caters for the burgeoning market of individuals, SOHOs and SMEs looking to utilise text messages and other SMS messaging to open new communication channels. The application can be operated in two modes. Without the Receive features activated it allows users to send messages to lists of users utilising advanced SMS functions. With the Receive features activated users can receive messages to a normal mobile number they are allocated.

SMS Press will retail for £39.99 (ex VAT) and will include 500 message credits. Users must enter into a 12 month contract to activate the receive functions. The cost of the contract is £120 per month and after 12 months can be terminated with one month's notice.

SMS Press allows users to send and receive SMS messages, including text messages, ringtones and logos from PCs. It's refined send and receive message handling features allow users to:

- Send and receive SMS messages
- Batch send and receive
- Manage up to 100k contacts
- Set-up sophisticated auto-responders
- Send and receive ringtones & logos
- Send messages as flash or replace formatting
- Advanced merge features allow personalised messages
- Send messages from 3.5 pence
- Guaranteed delivery to all UK mobile networks
- Reliable delivery to the majority global GSM carriers
- Message capacity of 100 messages per second
- Easy to use interface

All in all SMS Press makes available the sort of functionality and price enjoyed by those sending millions of messages per month. SMS Press is ideal for:

- Organisations like restaurants dentists, surgeries and hairdressers who need to send appointment confirmations to many individuals on a daily basis.
- Organisations that need to send frequent news and information alerts to lists of recipients.
- Mobile marketing and promotions that may include sending ringtones and logos.
- Include your Message Destination Number (MDN) in your advertising, marketing and promotional material to allow people to send you text messages. The receipt of these messages may be set up so that automatic replies are sent. For example an advertisement offering viewers the chance to send a text to an MDN with the word "More" in the body of the message. This is recognised by a previously set-up Auto-Responder to deliver a special 10% discount coupon and your address as a reply.

We are sure there are numerous other terrific uses for SMS Press and we would enjoy hearing about these. Please send your comments to news@dynmark.com.

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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.

For more information and photography contact:

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