

Boutique messaging firm comes to the rescue for UK broadcasters

Cannes, France, 21 February 2002 Dynmark International Limited has opened for business in Europe. Based in London, this boutique consulting, messaging bureau and messaging applications development firm has clearly been busy prior to launch and boasts an already impressive list of clients.

The company was founded by Oscar Jenkins, also founder of Nethead Ltd., one of the UK's first ISPs and web development houses, Uptime Group Plc., Europe's first Certificate Authority, Travelstore Plc. (co-founder), a leading internet travel company and SMS Press Ltd., a pioneer in text messaging services and mobile marketing.

Dynmark (pronounced Dine-Mark) provides consulting and messaging bureau services for broadcasters. As Jenkins puts it "a mobile phone is the best interactive device for TV and radio. They're fast, everyone's got one, and they all know how to use them, which is more than I can say for iTV, video recorders and set-top boxes". The networks are still shy when it comes to broadcasters using SMS as a means to illicit audience responses but careful planning and by keeping them well informed Dynmark projects proceed smoothly.

The company's other key endeavour is a messaging application called e-txt. This application is low cost solution which allows users to take control of the receipt and distribution of SMS messages. Features which the networks and the SMS gateway providers make a big song and dance about are handled easily by e-txt. For under £30 for the application and from 3.8 pence per message, users can send personalised messages to huge lists, with features like customised sender ID, flash and replace for text, while 8bit ringtones, reverse billing and logos present no problem as well. Users can set-up sophisticated auto responders to reply to incoming messages which contain certain predefined content. So e-txt makes a truly professional mobile SMS service available to all.

- 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.

For more information and photography contact:

Oscar Jenkins
Dynmark International Limited
Tel: +44 (0)870 240 3579
oscar@dynmark.com