

## **PRESS RELEASE**

The UK's most lucrative SMS reseller programme is launched

**Cheltenham, UK, 25<sup>th</sup> October 2005** - Gloucestershire based SMS text messaging software specialists, Dynmark International Limited, publishers of the e-txt<sup>™</sup> range of text messaging software applications, today announced the launch of their reseller programme.

In order to compete with the lucrative bounties paid by mobile network operators for signing up mobile phone users on their networks, Dynmark has come up with an extremely compelling financial incentive structure for resellers of e-txt<sup>™</sup> and associated non premium rate "text to" numbers.

After signing a simple reseller agreement with Dynmark, resellers will receive a comprehensive support and training package as well as a free copy of the e-txt<sup>™</sup> application. These copies will entitle the reseller to 100 free message credits. Dynmark expects the bulk of its resellers on this programme to be mobile phone resellers and Sage Software resellers. With hands-on experience of using e-txt<sup>™</sup>, resellers will appreciate the compelling nature of e-txt<sup>™</sup> for use by organisations as a CRM or mobile marketing tool.

Under the terms of the Dynmark Reseller Programme, resellers are offered a cash incentive for every mobile number sold with a copy of e-txt<sup>™</sup>. On top of this, resellers are offered a 10 percent share of the sales revenue, which their clients generate while using e-txt<sup>™</sup>. The revenue share will be paid on a monthly basis for 12 months following the activation of each client's copy of e-txt<sup>™</sup>.

Dynmark's Chief Executive, Oscar Jenkins enthuses: "We have been inundated with requests to resell e-txt<sup>™</sup> and have now formalised a great programme. We had to refine our reporting billing system to cope with tracking reseller activity as well as developing a range of integration tools for Sage software before we were happy to formally announce our reseller programme".

To find out more about the Dynmark Reseller Programme those interested can visit [www.dynmark.com/resellers](http://www.dynmark.com/resellers) or call Tim on 0800 328 3741 or email [tim@dynmark.com](mailto:tim@dynmark.com).

**- 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<sup>™</sup> 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<sup>™</sup>**

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

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