

PRESS RELEASE

How much R U really paying 4 Yr TX messages?

Realising the true cost of text messaging and CRM

Cheltenham, UK, 25th October 2005 - There is no doubt that text messaging has proven to be a viable marketing and CRM medium and business use of text messages is booming.

Given that text messages are extremely basic and the wholesale supply of texts has become commoditised, suppliers compete on price right? The tacit assumption made by most commercial users of text messages is that the price you pay is per message you send and not for the number of messages that are actually delivered. The key piece of information that text message wholesalers are not keen to impart to their customers is that mobile network operators do not charge for undelivered texts. Unlike Dynmark International, most message suppliers charge for ALL these messages regardless of whether or not they make it to a recipient's handset! The wholesale supply of text messages is a cutthroat business and suppliers compete aggressively on price but there is a lot more to the humble text message than you may realise.

Small change? On the contrary. No matter how hard you try to keep mobile lists up to date it's likely that up to 25% - 30% of text messages will not make it to their intended destination for a range of reasons. This increases what at first glance may seem like a keen price for UK messages of 3.5 pence to between 4.4 pence to 4.6 pence. Not all commercial users track delivery receipts, which give a detailed account of message delivery and failure, so they do not notice this inefficiency. Also, importantly, when assessing the results of texting initiatives and promotions incorrect response rates are taken into account.

By using Dynmark's e-txt™ text messaging application, Jason Graham, a leading West

End club promoter, found that one of his main lists contained 35.7% of numbers to which messages were not being delivered. By using e-txt[™] he was able to not only identify this inefficiency and save money, he was able to easily identify the problem numbers and remove these from his list. He was also able to use e-txt[™] to set up rules to automatically cleanse his list as an ongoing process. He now uses e-txt[™] for all his text promotions and commented “I do a load of texting and was not unhappy with my previous supplier, but the guys at Dynmark provide a fantastic service, and now save me over 30 percent. Using e-txt[™] gives me total control of all my texting”.

Message non-delivery can also occur when text message wholesalers use offshore mobile carriers in an effort to achieve lower wholesale rates to improve wafer thin margins. This practice is still prolific but is becoming less and less viable due to UK mobile operators restricting access to their networks unless offshore mobile network operators pay a termination charge of approximately 3 pence. This termination fee is a charge paid by the sending networks to the delivering networks.

Oscar Jenkins, Dynmark’s Chief Executive, said, “we have a direct connection to Vodafone UK and do not use off-shore routes for the delivery of text messages to UK handsets. We have always offered a competitive price for our messages but rely on e-txt’s features and the quality of our service to win and keep customers”.

e-txt[™] is an 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 e-mail to SMS and SMS to e-mail, and loads more.

- 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.

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*** 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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