

PRESS RELEASE

Christmas texts messages expected to exceed traditional card greetings for organisations

Cheltenham, UK, 25th October 2005 - Gloucestershire based SMS text messaging software specialists, Dynmark International Limited, publishers of the e-txt[™] range of text messaging software applications, expects this year to be the first year that the number of Christmas text message greetings by organisations, to exceed the number traditional Christmas card greetings sent.

Following a poll of organisations which use e-txt[™], it was clear that over 65 percent said that they would be sending a corporate seasonal text greeting this year. Astonishingly over half of the organisations asked said that their seasonal text message greeting would replace the traditional Christmas card. While this spells bad news for greetings card companies and the Post Office, it will be well received by mobile network operators and SMS resellers like Dynmark.

Dynmark's Chief Executive, Oscar Jenkins commented "It was only a matter of time before more text messages were sent as Christmas greetings over that of traditional cards. Our research certainly indicates the general trend of organisations adopting text messaging as a strategic communications medium".

Dynmark's e-txt[™] is a powerful bulk SMS program that operates like an email application, rather than email it allows the user to send and receive texts from a desktop PC. It provides low-cost, time and money saving PC based text messaging. Ideal for mobile marketing, CRM and general communication with people on the move, and this year for sending those all important Christmas greetings.

The features of e-txt[™] include:

- Ability to send text messages to thousands of recipients from a desktop PC

- 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 templates for recently used messages
- No mobile phone or contract required
- No charge for undelivered messages
- Scheduled messages can be sent up to seven days in advance

Dynmark will be holding a “Business Card Draw” for an Apple iPod Shuffle on their Stand Number 150. The DM Show runs from October 25th-26th at Earls Court.

- 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.

About e-txt™

e-txt™ (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 and www.dynmark.com for more.

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