

- FOR IMMEDIATE RELEASE -

## **Dynmark's e-txt wins 'New Product Award' at the International Direct Marketing Fair**

March 5 2004 Dynmark International, the specialist in mobile messaging, has scooped the 2004 New Product Award at this year's DMBusiness/International Direct Marketing Fair (IDMF) Gala Dinner. Dynmark won the award for its e-txt software, a text message distribution system that can send and receive text messages via e-mail.

At Europe's largest direct marketing (DM) event, an independent panel of DM experts chose the winners of the ten award categories, judging the New Product Award on market needs, concepts and originality. Frank Wainwright, editor of DM Business explained: "The judges were extremely impressed by the innovation of bringing text at speed through internet applications and at a cost effective rate which makes e-txt accessible for a range of users."

Oscar Jenkins, chief executive of Dynmark said: "We are very pleased and proud to have won this award such a short time after its launch. Text messaging is a mainstream form of communication and a valid tool for DM and CRM programmes – and e-txt helps deliver and manage these programmes effectively at a very low cost."

- 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](http://www.dynmark.com) and [www.e-txt.co.uk](http://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

## Mobile Messaging Solutions



industries as powerful SMS marketing, SMS texting, SMS service and Customer Relationship Management application.

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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