

PRESS RELEASE

Dynmark announces supply of Vodafone Big Mobile numbers for £20 per month

Customer list build and management now cheaper by text opt in model

Cheltenham, UK, 6th September 2005 - Gloucestershire based SMS text messaging software specialists, Dynmark International Limited, publishers of the e-txt[™] range of text messaging software applications today announced the supply of Vodafone Big Mobile numbers for a flat rental fee of £20 per month. Used in conjunction with Dynmark's e-txt[™] text messaging applications, a Big Mobile number or text number (a dedicated non premium rate number) can be advertised, displayed or included in marketing material and corporate stationery as a number to which text messages can be sent.

Businesses such as pubs, bars and nightclubs have been using these unique text numbers for competitions and votes of all sorts in order to build customer lists automatically. Patrons simply text an answer or reply to the unique number and the e-txt[™] software captures their mobile number on a PC. These lists can then be used for promotional purposes. The text number can also be included on all point of sale and promotional material as a contact option. Using automated responses to key words, customers can easily get opening times, entertainment line ups and address and contact details.

Dynmark's chief executive, Oscar Jenkins remarked, "In the same way that internet is based on email and web, mobile internet is based on text messages and web pages customised for viewing on mobile handsets". He goes on to add, "the similarities don't stop there either. As most advertising and promotional material includes contact email addresses, I think that it only a matter of time before a text number is also included".

- 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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