



For immediate release
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Mobile messaging for UK business to top £1 billion

CHELTENHAM, UK - The 2005 market of non person-to-person text-messaging was worth between £450 and £600 million, and is set to accelerate, according to a whitepaper released by leading mobile messaging company, Dynmark International.

According to *Less talk, more action - a Dynmark review of the non-voice mobile sector*, business use of SMS text-messaging will emerge as a billion pound market sector in the UK.

Turnover figures, substantial investment and numerous analyst projections are serving to confound sceptics. Widespread embracing of mobile messaging technology by the UK's SME community was recently reported by the Mobile Data Association, but the continued use of SMS text-messaging in business communication is set for growth on a much broader scale.

Especially as mobile and SMS becomes a more acceptable form of business communication in America.

The United States' Cellular Telecommunications Industry Association (CTIA) confirms that SMS text messages are growing in popularity, with 48.7 billion SMS messages sent in the second half of 2005 - up 50% on the six months before that. The CTIA claims that around 40% of US cellular customers now use text messaging, still well behind the penetration levels of over 60% found in Europe.

Once US penetration levels match Western European rates, currently fragmented American operator systems have achieved a degree of uniformity and the proportionate population of mobile phones to people is equalled, it is plausible to speculate on an American market size of around \$4 billion for business use of text-messages.

Such projections indicate that once established, SMS will remain the business communication medium of choice for the foreseeable future, fending off competition from more cosmetically glamorous mobile messaging media.

To download the full report, visit www.dynmark.com

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Notes to editors

1. **Dynmark International Limited** is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions. Dynmark's range of products include e-txt™ message manager, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).
2. **e-txt™**(e-text) is a powerful bulk SMS text message management and distribution system which resembles popular email applications. But unlike email, it allows PC users to send and receive bulk SMS text messages, publish mobile internet sites and set-up email, amongst other functionality.

Further information

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