



Dynmark delivers messaging software for Retail Business Show

RETAIL BUSINESS SHOW, London, UK, January 31st 2007: Dynmark International launches the latest version of its award winning e-txt message manager application at the Retail Business Show today.

As official text partners of The Retail Business Show, Dynmark are buoyant about the new release functionality: its ability to publish and maintain mobile content, and send and receive SMS messages from a range of APIs, web-based applications or Microsoft Windows PC applications.

Dynmark's confidence in mobile messaging for business productivity is reflected by analyst predictions. British market research group, Gartner, forecast global text message traffic of 2.3 trillion messages a year by 2010, and total global SMS revenues of \$72.5 billion.

The major feature difference of e-txt 5.2 is its power. Based on Microsoft's MSDE SQL database, an enterprise standard database, e-txt 5.2 users will benefit by being able to import thousands of contacts in seconds, with one click.

Having recently secured £0.5m funding and appointed ex Vodafone UK Corporate Managing Director, Graham Ward as a non-executive Director, Dynmark are upbeat. And 5.2 is only the beginning, according to Dynmark CEO, Oscar Jenkins:

"e-txt 5.2 is the significant skip before a colossal jump, and marks the first stage of a new deployment.

"We now have the capital, a strong board with respected credentials, a range of plug-in applications for CRM applications, a thriving reseller programme, and there are positive signs of a potentially business-changing partnership. Dynmark is set for spectacular growth in 2007."

e-txt 6 is due for release later in 2007 and will see the climax of Dynmark project, Ascension, culminating in more industry leading PC-to-mobile messaging features.

The 5.2 launch coincides with Dynmark's exhibitor presence at The Retail Business Show (stand H63), London's Earls Court 2 from January 31st to February 1st.

At 10am on Thursday 1st the show's Thought Leadership Pavilion will host "A Little Less Conversation", Dynmark's mobile messaging presentation, using first-hand experiences of The Money Shop, the UK's largest cheque cashing bureau.

Ends

Dynmark International Limited is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Further information

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