



For immediate release
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Premiership text-messages sent by Royals' delivery

Football club's players, staff and fans to benefit from new text-messaging technology

CHELTENHAM, UK: Premiership newboys, Reading have started leading the way already this season, deploying cutting edge text-messaging software to enable administrators to contact players, staff and supporters, quickly and easily through their computers.

Administrators at the club, nicknamed the Royals, need to communicate to their large body of players and staff quickly and efficiently, but found that the combination of email and phone calls were time-consuming and lacked immediacy.

"Our football administration department now uses e-txt to send information to players such as changes to training schedules and travel information," said Reading's Head of Communications, Andrew West. "And sending one text message to 30 players is a lot quicker than making 30 phone calls!"

e-txt™ is a powerful bulk SMS text message management and distribution system which resembles popular email applications and allows PC-users to send and receive large volumes of text messages.

The software has been well received within the club. “It’s been a success,” confirms Mr West. “Four administration staff use e-txt to maintain contact with around 50 playing staff, and we’re also planning to use it to communicate with the media, informing them of breaking news or press conferences.”

Communications to fans will also benefit, which means that they will not have to rely on newspapers or television and the internet to learn of important ticket news and special offers.

“We’ll definitely continue to use e-txt,” said Mr West. “It’s made us more efficient and given us more time to do other things.”

-Ends –

****Image available of Reading player, Leroy Lita and his mobile phone.****



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. Unlike email, it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns and publishes mobile internet sites.

Further information

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