



Back to bonuses: uncapped commission key to new mobile software reseller programme

November 6th 2006, Sage Connections show, Manchester, United Kingdom.

Leading mobile messaging company, Dynmark International, launches an extensive new reseller programme today.

e-txt mobile features plug-ins allow users of popular business productivity and Customer Relationship Management software, such as Act! by Sage, to send, receive and track SMS text messages.

Dynmark's new Reseller Programme is fashioned on the model traditionally deployed by mobile network operators, in which a share of the end-user's monthly spend is paid to the reseller.

The model proved lucrative for resellers but costly for mobile network operators. "The network operators have largely replaced ongoing revenue share with one-off bounty payments," Oscar Jenkins, Dynmark's Chief Executive, points out. "But for us and our resellers, an ongoing revenue share works because we don't have to subsidise expensive equipment," Jenkins continues, "and recurring fees paid to our resellers will dry up unless they look after their end-users.

"With our package, resellers can make a fortune because we don't cap commissions".

Resellers pay an initial fee of £495 in return for software products and services valued at over £1,800, gaining instant access to Dynmark's full range of applications and services: its award winning e-txt range of mobile messaging and data publishing applications, and its newest plug-in software.

The Dynmark Reseller programme has been designed to appeal to existing Sage Software resellers and Microsoft's Reseller Partners. With an understanding of e-txt™, Dynmark's stand-alone mobile messaging and data publishing application, resellers will appreciate the power of text in customer relationship management, mobile business communications and mobile marketing.

Visit www.dynmark.com/resellers, call 0800 328 3741 or email resellers@dynmark.com for more information. The Sage Connections event, www.sageconnections.co.uk runs at Manchester International Convention Centre until Wednesday November 8th 2006.

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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 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, set up SMS text campaigns, publish mobile internet sites and set-up email.

Further information

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