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Press release

YFM GROUP FUNDING DRIVES DYNMARK EXPANSION & ATTRACTS EX-VODAFONE UK DIRECTOR TO THE BOARD

Leading non-voice mobile application developer, Dynmark International Limited, are celebrating raising £0.5 million funding and the appointment of a new Non-Executive Director, ex Managing Director of Vodafone UK corporate, Graham Ward.

Cheltenham-based Dynmark has secured £250,000 through the YFM Group managed South West Ventures Fund and £250,000 from its existing shareholders, including the Chief Executive of Aberdeen Asset Management, Martin Gilbert, and Fatface clothing founders, Jules Leaver and Tim Slade. The funds will be used to drive the development and enrichment of its business productivity messaging products.

Global text message traffic is projected to reach 2.3 trillion messages a year by 2010, according to British market research group, Gartner, who also forecast total global revenues from text messaging to grow to \$72.5 billion.

Such projections, combined with Dynmark's strong market position, have helped attract former Vodafone Corporate Managing Director, Graham Ward to the company as a Non-Executive Director: the second former senior Vodafone manager Dynmark has appointed in six months.

Graham Ward said of his appointment, "I'm delighted to be joining the board at Dynmark. My decision to take this step was made during the YFM funding round. I was so convinced by the business potential that I wanted to be involved in their future."

Supported by partnerships with Vodafone UK, Sage, Microsoft and a soon to be named high street vendor, Dynmark provides a comprehensive range of bulk SMS text messaging and mobile data business solutions for organisations across the world.

The Dynmark product range is based around the award-winning e-txt™ bulk SMS text messaging distribution and management system, a PC-based application range similar to popular email programs. It allows users to easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns and publish mobile internet sites, amongst other functionality.

Dynmark founder and chief executive, Oscar Jenkins, said: “Business use of SMS messaging is set to escalate beyond all recognition. This new funding from South West Ventures and support from our shareholders will help confirm Dynmark as the industry pacesetters for mobile business applications.”

Julian Dennard, Investment Manager of the YFM Group, who manage the South West Ventures Fund, said: “This investment is an outstanding opportunity to back the development of a dynamic entrepreneurial team and their already award winning products.

“South West England is rich with investment opportunities and we look forward to helping businesses like Dynmark develop their ideas into market-leading products.”

Image of Dynmark’s Oscar Jenkins (right) and Julian Dennard from YFM.



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Notes to editors

YFM Group - South West Ventures Fund

YFM Group – is the UK's most active investor in the small and medium enterprise marketplace. YFM Group manages in excess of £250 million of funds with investment sizes ranging from £50,000 to £5 million. Principal offices are located in Leeds, Manchester, London and Bristol with over 40 investment professionals being employed across the UK.

The YFM Group managed South West Ventures Fund is a £25M fund that has been set up to provide venture capital to small and medium sized enterprises (SMEs) based in the South West of England. Initial investment can be up to £250,000 with an ability to invest a further £250,000 after six months. In certain circumstances, alongside other new investors, the Fund can follow on its investments to provide a total of £2.5 million to one company. To date the fund has invested £3.25m in 15 companies.

South West Ventures Fund is managed by YFM Venture Finance Limited part of the YFM Group. YFM Venture Finance Limited is authorised and regulated by the Financial Services Authority.

For further information about YFM Group and South West Ventures Fund, please telephone 0117 906 3410, log on to www.southwestventuresfund.co.uk or email info@southwestventuresfund.co.uk

Dynmark International Limited

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.
3. Visit Dynmark at The Retail Business Show, Jan 31 - Feb 1 at London's Earls Court 2, (stand H63) or Technology for Marketing, Feb 6 & 7 at Olympia, London (stand A80).

Further information

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