



FOR IMMEDIATE RELEASE - 1st July 2008

Dynmark win Best Messaging Application at MDA Awards

Dynmark International, the Cheltenham based mobile messaging application publisher, saw off mobile industry heavy-weights, 2Ergo and mBlox, to win the Mobile Data Associations' award for Best Messaging Application.

The coveted accolade was awarded to Dynmark for its range of e-txt mobile messaging software, which offers users a variety of applications for stand alone use or integration with existing business systems. The software allows users to develop, deploy and manage large scale bulk SMS communications. The e-txt application is already being used by some leading brands, including Yell, Google, Primark, Vision Express and the Carphone Warehouse.

Dynmark has been operating for nearly seven years, in which time it has already been a multi-award winning business, both on a local and national level.

Oscar Jenkins, chief executive at Dynmark said, "We are delighted to have been chosen as the winner of this award by the MDA. We were up against some stiff competition from some of the leading UK SMS businesses, and to beat them is a really satisfying. It's taken us seven years to develop this range of software and to have it recognised as the market leading range of applications by the MDA will help us win new business from bigger clients. It has certainly made all those long days and nights of hard work worthwhile."

Judges commented, "There is still a great deal of potential to increase use of mobile messaging in many areas. One key area with much potential is within the SME business community. Dynmark has been successfully offering its e-txt interactive solution messaging to since 2002.

The e-txt product is easy to download and install and users can start sending and receiving messages in a few minutes. Operating like many email applications, users can set up email-to-SMS and SMS-to-email communications. There are plug-ins for popular CRM contact management systems including, Sage ACT!, Sage CRM and Microsoft CRM. Although there were a number of other strong contenders in this competition category, Dynmark stood out for its strong support and SME market focus."



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-----NOTES FOR EDITORS-----

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.
2. e-txt™(e-text) is an award-winning bulk SMS text message management and distribution system that resembles popular email applications. It allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, and publish mobile internet sites.
3. The e-txt range of Plug-ins add SMS functionality to existing software such as Sage CRM, Outlook and Act!

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