



**Phone:** +27 (0)21 528 3420

**Fax:** +27 (0)21 552 2848

**Website:** [www.bulksms.com](http://www.bulksms.com)

4th Floor South Lobby  
Boulevard Place Heron Crescent  
Century City 7441 South Africa

## **MEDIA RELEASE**

### **BULKSMS.COM**

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#### **Revamped BulkSMS.com brand for improved service offering**

BulkSMS.com re-launched its website on the 19<sup>th</sup> June 2010 to reveal its new, yet still recognisable corporate identity. The website redesign also incorporates a number of changes to ensure an improved experience of the company's SMS messaging services and provides a better user experience for existing clients as well as new visitors to the BulkSMS.com website.

"We've been in operation for ten years and an update in our corporate identity and website was long overdue. We are confident that this new look and feel we will continue to add value to client and visitor interactions with us," says Dr Pieter Streicher, managing director of BulkSMS.com.

The new branding continues to communicate a clear understanding of the company's core offering as an aggregator of reliable and easy to use bulk SMS messaging service in the local and international markets. It is also an indication of the evolution of the company from its early years in the fledgling wireless application service provider industry and an affirmation of its current prominence in the industry as a recipient of Vodacom's coveted Top Achievers Award earlier this year.

"The enhancements to our website allows for further streamlining to our online messaging offering. Thus, improving functionality for our current clients as well as making it easy for prospective clients to find relevant information, test and register to use our SMS messaging services," says Dr Streicher.

The re-launch of the BulkSMS.com brand and website continues the company's push to build on its innovative SMS messaging products and a provide world class service.