

ADVERTORIAL
BULKSMS.COM
April 1, 2008

SMS messaging creates new business opportunity for Cape Sessions

Cape Sessions sells digital images from a website to windsurfers caught in the shutters of Liz Metcalfe's camera. The secret to her success is coupling photographic talent, a web presence, and an SMS location alert service to drive sales.

The business started when windsurfers asked Metcalfe for photographs she had taken of them during a session. "I used to take pictures of windsurfers on the beach for pleasure. Lots of guys used to ask if I could take one of them and a website seemed like the easiest way to view and sell the photographs. From there the idea of taking photographs of anyone sailing at the beach took off and Cape Sessions was born," said Metcalfe.

Cape Sessions grew as it regularly covered and uploaded photographs of the airs, off-the-tops, and adrenal antics of windsurfers reveling in the waters off Cape Town's south easterly windswept beaches. Digital camera in hand, Metcalfe would seek out windsurfers as they traveled from beach to beach in their search for the eye of the wind.

In late 2007, Cape Sessions introduced an SMS location alert service to the website, adding further level of professionalism to the look and feel of the business. Windsurfers add their name and cellphone number to a web form to receive these alerts. This innovation in Cape Sessions' business model allows Metcalfe to broadcast to subscribers her location for the next windsurfing shoot.

According to Metcalfe, "Although windsurfers go where they think the conditions are good, the SMS location alert service has enabled me to take photographs of windsurfers who want their picture taken on a certain day. Cape Sessions is now able to convert more image views on the website into actual purchases from windsurfers who were sailing during a session I shot at a beach I had selected."

Turning a passion for windsurfing photography into a business is no easy feat. Metcalfe has managed to grow Cape Sessions as a business model majoring on new technologies, adding an innovative new SMS service to better target customers for her digital photographs.

Cape Sessions' has partnered with BulkSMS.com, a Cape Town based messaging company, to provide the SMS location alert service.

ENDS

[362 words]

About BulkSMS.com

BulkSMS.com is a leading wireless application service provider offering bulk SMS messaging solutions to large and small businesses, public benefit organisations, and individuals. BulkSMS.com has a global market presence, including Europe, South Africa, the United Kingdom, and the United States of America.

BulkSMS.com offers two-way bulk SMS messaging (notifications, alerts, customer relationship management, etc), premium rate solutions (weather, financial markets, etc) and mobile marketing campaigns in support of clients' business communication needs.

BulkSMS.com provides the following messaging solutions:

- BulkSMS Text Messenger (desktop SMS application).
- Web to SMS (online messaging interface).
- Email to SMS (messaging using MS Outlook).
- Mobile2Group (messaging to phonebook groups using a cell phone).
- SMS integration with client applications via an e-API (electronic application programming interface).
- Reseller solution (allow clients to enable their customers with the BulkSMS.com messaging solution).
- Premium rated services (short codes for advertising, content, subscription and WAP services).
- Community.BulkSMS (part-sponsored messaging for public benefit organisations).

In certain markets, BulkSMS.com provides full coverage of all ported numbers as well as an automated STOP reply feature to ensure client compliance with wireless industry opt-out requirements.

The company has been in operation since 2000 and has its headquarters in Cape Town (South Africa). BulkSMS.com is a division of Celerity Systems (Pty) Ltd. Celerity Systems (Pty) Ltd is represented in the UK by Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007. The company has offices in Crawley, West Sussex.

BulkSMS.com is a member of the following industry associations:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160 Characters

For more information about BulkSMS.com's services visit www.bulksms.com. For direct enquiries please email service@bulksms.com or contact the company telephonically on +27-21-552 6321.