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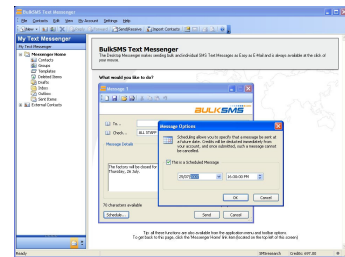
July 17, 2007

Scheduling makes sending SMS messages easy

SMS messaging effectively supports communications within all aspects of the business value chain. Customers, suppliers and staff can be targeted with short, relevant and timeous business communications using SMS. The result is effective information flows direct to a person's cell phone, a quick response time to communications, and hence an increase in the overall productivity of a business.

One of the keys to SMS-enabling a business is advancing productivity by automating the sending of messages at a future date and time with a message scheduler. SMS platforms which offer a scheduling feature provide businesses with flexibility in managing their communications needs.

"To enable productivity in the workplace we have integrated a message scheduler into our BulkSMS Text Messenger. This application allows business communications to be easily sent at any intended time and date. Reminders, notifications and marketing messages can even be sent if you are out of the office," said Dr Pieter E. Streicher, managing director of BulkSMS.com, a Cape Town based wireless application service provider.



The BulkSMS Text Messenger solution is a desktop application supporting two way business communications. In addition to the message scheduler feature, the solution supports the selecting of phonebook contacts or groups, composing SMS's, the sending out of messages, and the receipt of replies to an inbox.

"Our challenge in developing the BulkSMS Text Messenger platform was to cater for the communication needs of diverse businesses while maintaining a standard set of user-friendly SMS messaging features. We believe we have accomplished this with this feature rich desktop application that can send scheduled messages to targeted contacts' cell phone," said Dr Streicher.

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About BulkSMS.com

BulkSMS.com is a leading wireless application service provider offering bulk SMS solutions to businesses, organisations, and individuals in Europe, South Africa, the United Kingdom, and the United States of America. BulkSMS.com, based in Cape Town (South Africa), has been in operation since 2000.

BulkSMS.com offers bulk SMS messaging, subscription and premium rate solutions to meet the needs of business, public benefit organisations and individuals.

BulkSMS.com provides the following messaging solutions: BulkSMS Text Messenger (desktop SMS application), Web to SMS, Email to SMS, Mobile2Group, white label messaging solutions, and the integration of SMS with a client's applications using an e-API. BulkSMS.com also offers the WAP Content Platform to host and access mobile content.

BulkSMS.com is a member of the:

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



Dr Pieter E. Streicher, the managing director of BulkSMS.com, also sits on the management committee of the Wireless Application Service Provider Association (WASPA).

For more information about BulkSMS.com's services visit www.bulksms.com, email: service@bulksms.com or contact the company on tel: 021-552 6321.