

MEDIA RELEASE
BULKSMS.CO.UK
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BulkSMS.co.uk promotes text messaging solutions at Business Startup 2008 Exhibition

BulkSMS.co.uk is showcasing its text messaging solutions at Business Startup 2008, the UK's premier exhibition aimed at small business owners and managers.

"Business Startup 2008 provides us an excellent opportunity to demonstrate how text messaging can save businesses time and money. Text messaging is increasingly being used in the UK and internationally to replace or compliment other forms of communication. It's a great business tool and we aim to demonstrate its practical uses in live scenarios to visitors," said Dan Perrin, general manager at BulkSMS.co.uk, the UK marketing and sales arm of BulkSMS.com, a global brand with headquarters in Cape Town, South Africa. BulkSMS.co.uk has offices in Crawley, West Sussex.

The event has been running for nearly ten years and features over 200 exhibitors as well as several speakers, including Dragons Den's James Caan and Caprice Bourret of By Caprice Lingerie, who will talk on their own experiences of starting a business.

The founder and managing director of BulkSMS.com, Dr Piet Streicher, will be attending the event. "We look forward to welcoming delegates to our stand to discuss how our text messaging solutions can support the growth of their business," said Dr Streicher.

Business Startup 2008 runs from 25 to 26 April 2008 at the London Excel International Exhibition and Conference Centre. For further information on speakers and the exhibition visit the Business Startup 2008 website at www.bstartup.com. BulkSMS.co.uk can be visited at stand number 136 at Business Startup 2008.

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About BulkSMS.co.uk

BulkSMS.co.uk is a division of Celerity Systems (Pty) Ltd, a South African holding company based in Cape Town. Celerity Systems has been providing messaging services since 2000 through its global BulkSMS.com brand. BulkSMS.com has a world-wide market presence, including Asia, Europe, South Africa, and the United States of America.

Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007, represents Celerity Systems (Pty) Ltd in the UK. The company has offices in Crawley, West Sussex.

BulkSMS.co.uk is a leading wireless application service provider offering bulk text messaging solutions to large and small businesses, third sector organisations, and individuals. BulkSMS.co.uk offers two-way text messaging to support clients' business communication (notifications, alerts, customer relationship management, etc), information services (weather, financial markets, etc) and mobile marketing campaigns. BulkSMS.co.uk 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* (provides clients with a value-added messaging service to their customers).
- *Community.BulkSMS.co.uk* (sponsored messaging for third sector organisations).

BulkSMS.co.uk helps its clients fully comply with wireless industry opt-out requirements by offering an automated STOP reply feature.

BulkSMS.co.uk is a member of the following industry associations:

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

For more information about BulkSMS.co.uk's services visit www.bulksms.co.uk and click on the Products and Services menu item. For direct enquiries please email support@bulksms.co.uk or contact the company telephonically on 0871 284 1472.

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