

NOTIFICATION

BULKSMS.CO.UK

Date: 15 February 2008

CHANGES TO PRICING STRUCTURE OF SMS CREDITS FOR UK CLIENTS

To make our service easier to understand, BulkSMS.co.uk is restructuring the number of credits per text message. These changes will take place at 05h00 GMT on March 1st, 2008. The details of this new pricing structure of SMS credits for UK clients are set out below. We wish to assure you that you will not suffer any loss whatsoever as a result of the credit pricing restructure, and that the costs of sending text messages are not going up.

Changes to pricing structure of SMS credits

In order to make our pricing structure more easily understood, BulkSMS.co.uk is changing the pricing structure of SMS credits on www.bulkSMS.co.uk. The cost of sending a text message from our UK messaging service will remain the same.

- *Economy Route:* The number of SMS credits needed to send text messages on the Economy Route to UK mobile phone numbers will change from 1.00 credits to 0.67 credits per text message. The price of text messages to the UK in pence remains the same; from 2,85p/SMS.
- *Standard Route:* The number of SMS credits needed to send text messages on the Standard Route to UK mobile phone numbers will change from 1.50 credits to 1.00 credits per text message. The price of text messages to the UK in pence remains the same; from 4,27p/SMS.
- *Premium Route:* The number of SMS credits needed to send text messages on the Premium Route to UK mobile phone numbers will change from 1.7 credits to 1.13 credits per text message. The price of text messages to the UK in pence remains the same; from 4,84p/SMS.

From a financial perspective, this means we will be reducing the number of SMS credits required to send a text message on the UK website by a factor of 1.5 SMS credits. At the same time, we will be increasing the cost of SMS credits by a factor of 1.5. *The net result is that the cost of delivery of text messages to UK phone numbers, or anywhere else in the world, will not change.*

An example

You currently have an SMS credit balance of 1,500 and are able to send out 1,000 text messages to UK mobile phone numbers on the Standard Route. Under the new SMS credit structure, this credit balance is divided by 1.5, resulting in a new SMS credit balance total of 1,000. You are still able to send out 1,000 text messages to UK mobile phone numbers.

Effective date for new pricing structure of SMS credits

The change to the BulkSMS.co.uk pricing structure will take place at approximately 05h00 GMT on Saturday, March 1st, 2008. It is possible that the BulkSMS servers will be offline for a few minutes at this time, however, we do not expect the system changes to the server to take more than 10 minutes.

Please be aware that on this date, the SMS credit balance on your BulkSMS username will be reduced by a factor of 1.5. At the same time, the SMS credit cost of delivery is reduced by a factor of 1.5. You do not lose out on the value of the SMS credits you have purchased before 1st March 2008.

Contact our Help Desk

If you have any problems or need further information on the changes to our SMS credits pricing structure, please do not hesitate to contact our support team on tel: 0871 284 1472 or email: support@bulksms.co.uk.

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)
- 160 Characters

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

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