

MEDIA RELEASE

BULKSMS.COM

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BulkSMS.com recognised by Vodacom as a top achiever

BulkSMS.com has been named by Vodacom as a top achieving aggregator in the mobile messaging industry for 2009.

Vodacom's annual Top Achievers Award recognises those wireless application service providers (WASPs) in the local market who meet the following criteria: the WASP must be a top revenue performer and be in good standing with WASPA, the industry regulator.

"We are proud to have received this prestigious award from Vodacom. As an aggregator of SMS messages we have experienced growth despite the harder economic times and have put a lot of effort into ensuring our systems and business processes comply with industry standards and regulations," says Pieter Streicher, managing director of BulkSMS.com.

BulkSMS.com received its award at the Vodacom WASP Awards held in Johannesburg on Friday, 26 February 2010.

[128 words]

About BulkSMS.com

BulkSMS.com, a division of Celerity Systems (Pty) Ltd, has been in operation since 2000 and is headquartered in Cape Town, South Africa. BulkSMS 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 offers two-way bulk SMS messaging, premium rate solutions and supports mobile marketing campaigns to further an organisation's SMS communication needs. BulkSMS flagship messaging solution is the BulkSMS Text Messenger, an application that allows clients to quickly deploy an SMS service from a computer.

The company is a member of the Wireless Application Service Provider Association (WASPA) and the Mobile Marketing Association.

For more information on BulkSMS's commercial messaging services visit www.bulksms.co.za and for details on BulkSMS's messaging service offering discounted bulk SMS message prices for public benefit organisations (such as schools, NGOs and faith-based organisations) visit <http://community.bulksms.com>. For direct enquiries email sales@bulksms.com or contact BulkSMS telephonically on 0860 767 464.