

## **MEDIA RELEASE**

**BULKSMS.COM**

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### **BulkSMS.com promotes text messaging solutions at Business Startup 2008 Exhibition**

BulkSMS.com 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, Business Development 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.

A director of BulkSMS.com, Richard Simpson, will be attending the event. "The event earlier in the year was a great opportunity to meet both new and existing customers. We always look forward to discussing how our text messaging solutions can support the growth of their new or existing businesses," said Simpson.

Business Startup 2008 runs from 28 to 29 November 2008 at the Olympia on Hammersmith Road in Kensington, London. For further information on speakers and the exhibition visit the Business Startup 2008 website at [www.bstartup.com](http://www.bstartup.com). BulkSMS.com can be visited at stand number 408 at Business Startup 2008.

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### **About BulkSMS.com**

BulkSMS.com is a division of Celerity Systems (Pty) Ltd, a South African holding company based in Cape Town founded in 2000. The company has offices in Crawley, West Sussex. Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007, represents Celerity Systems (Pty) Ltd in the UK.

BulkSMS.com is a leading wireless application service provider offering bulk text messaging solutions to large and small businesses, schools, third sector organisations, and individuals. BulkSMS.com 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.

For more information about BulkSMS.com's services visit [www.bulksms.com](http://www.bulksms.com). For direct enquiries please email [Info@bulksms.com](mailto:Info@bulksms.com) or contact the company telephonically on 0845 40 30 767 or +27 21 552 6321.