

May 2008



## **SMSFun acquires LeTXT**

Combination will provide enhanced global communications

Brisbane, May 15, 2008 - SMSFun Australia announced today that it has agreed to acquire letxt.com.au, one of Australia's fastest growing free SMS websites for consumers. Following the acquisition, LeTXT will operate independently to preserve it's successful brand and loyal members.

The acquisition combines LeTXT - one of the fastest growing free SMS portals; with SMSFun's expertise in mobile entertainment to create an enhanced global community.

"The explosion for mobile driven consumer communities, combined with the accelerating proliferation of mobile phones, wireless devices and the growth of broadband are transforming the way Australians engage with information." said Mark Ross-Smith, chief executive officer of SMSFun.

The deal increases SMSFun's market share in the mobile entertainment industry to the largest behind the major Australian telcos according to Q1 Hitwise report.

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