

March 2008



SMS - Finally free

With most of us just now receiving mobile phone bills from our Valentines Day SMS fest - in which Australian's sent over 17 million SMS - there are a smart bunch amongst us having the last laugh. SMSFun.com.au members were lucky enough to enjoy the sweet taste of love on Valentines Day with unrestricted unlimited free SMS

At 25 cents each that's a healthy \$4.2million the carriers made from a single day. Local Brisbane boys, Mark Ross-Smith and Matthew Ascough have created a free SMS mobile community where you can log on and send SMS to any mobile phone in Australia for free.

The free SMS service - called SMSFun - was conceived through a simple idea to save money on SMS charges while making it easier to connect with friends and family.

Members simply log on to their account and can enjoy sending free SMS almost immediately. If members support the community sponsors, they earn "Joobz" - the online currency of SMSFun which can be used for bidding on desirable items like iPods, mobile phones, CDs & mobile phone credit.

SMSFun Managing Director Mark Ross-Smith says "This is the perfect medium to connect with friends through SMS without having to write out a long reply on those small mobile phone keypads. Currently members can send free SMS messages to any phone in Australia, New Zealand and now also in the United Kingdom. Why pay for SMS when you can have it free?"

Mark & Matt's entrepreneurial venture has flourished into a gem of a community that continues to grow with hundreds of new members daily. Over 100,000 Australian members are enjoying the benefits of sending free SMS around the world.

Smsfun.com.au started in 2006 and has since helped Aussies save over \$2.6 million by sending out more than 12 million SMS for free.

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