



HSL Open Sales Office in Dubai, UAE

Edinburgh, Scotland, 10th November 2006

HSL (Hay Systems Ltd), the leading reputable providers of reliable SMS gateway services is today announcing the opening of a new sales office located in the popular Green Community district of Dubai, United Arab Emirates.

This expansion reinforces HSL's positioning as the leading providers of global mobile messaging services, as the company continues to strengthen their focus on building client relations around the world. The Dubai office opened on the 6th November 2006 and will provide local clients with the opportunity to interact with HSL on a regular basis ensuring both customer contact and communications are increased.

HSL's marketing and sales presence is continually increasing, and the opening of the Dubai office highlights their determination and success with their global strategy. After successfully introducing sales offices in London, Paris and Frankfurt during 2005, it was felt the next logical step for HSL was to respond to their expanding customer base in the Middle East, and provide clients with a physical point of contact where they can discuss their requirements in more detail with the Marketing and Sales team. The emergence into the Middle Eastern market will allow HSL to better serve the needs of local clients, and continue to demonstrate their determination and strategic vision of providing a superior product offering and high level of customer service.

HSL are enjoying a period of significant growth and development, and their focus on quality and reliability of service, including an ongoing project for direct SS7 interconnection with mobile networks in Europe, has enabled them

to be positioned within the industry as a serious alternative to mobile network operators' own SMSC offerings.

Further information regarding HSL and their SMS services, including their international contact details can be found on their website at <http://www.hslsms.com>. HSL will be exhibiting at the 3GSM World Congress, held in Barcelona during February 2007, for the second year running and can be visited at stand 2H34.

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