



HSL Open Local Sales Offices in London, Paris and Frankfurt

Edinburgh, Scotland, 3rd October 2005

HSL (Hay Systems Ltd), the leading reputable provider of highly reliable SMS gateway services, today announced the opening of new office locations in London, Paris and Frankfurt, which is the first step in their strategy to create local presences for their worldwide services.

The new offices have been opened in order to better service the European mobile messaging market, and to make it easier for organisations based outwith the UK to contact HSL and discuss their SMS requirements. These new locations, combined with the company's Head Office in Scotland, will increase efficiency in dealing with contacts and in helping both potential and existing clients with their enquiries, therefore building on the importance placed by HSL on customer service and client account management.

Karen Thom, HSL Marketing and Sales Manager, is quoted as saying: "This is an extremely exciting step for us in actively reaching out to the mobile messaging market worldwide and demonstrates our focus on building strong relationships with our clients. We intend to use these new office locations to increase contact and communications within these markets and to provide additional bases where clients can meet with us and discuss their requirements in detail."

This announcement is a further development during an extremely exciting and important time for HSL. The company is also currently taking innovative steps in their strategy to establish direct SS7 interconnects with mobile networks throughout Europe and are in the process of rolling out their own SS7 network to compliment their existing highly reliable and robust messaging

infrastructure. These technical enhancements demonstrate the unique and strong position that HSL hold within the mobile messaging industry, and the new international offices are a further sign of the company's growth and ambition.

HSL anticipate that they will be in a position to open further international offices in the near future as demand for their services continues to grow, therefore ensuring that their extremely reliable, cost-effective and high quality SMS services are more readily accessible to clients worldwide.

Further information regarding HSL and their mobile messaging solutions, including the full contact details for each international office, can be found on their website at <http://www.hs1sms.com/>. HSL can also be visited in February at the 3GSM World Congress in Barcelona on Stand G98.

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About HSL:

Founded in 1999 in Edinburgh, Scotland, HSL provide a fast, efficient, reliable and high quality infrastructure for sending and receiving SMS messages globally. HSL operate across three independent service sites based in the UK and North America, which guarantees service availability and maximum reliability for clients. Key clients include BAA, DHL, Cisco Systems, Hewlett-Packard Company, Sony Ericsson, Royal Liver Assurance and Schlumberger.

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