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## **English mobile users get a price break – SMSFun UK Launch**

With the average price of SMS in UK now up to 15p each, the major UK carriers are cashing in on the billions of SMS sent every year. Today is the start of a new era with the launch of SMSFun.co.uk – The Free SMS Mobile Community.

SMSFun lets mobile users connect and communicate with friends & family for free - through the community website - [www.smsfun.co.uk](http://www.smsfun.co.uk). Sending SMS is totally free and users can also create calendar alerts, send joke SMS, anonymous love SMS and much more - all totally free.

Members can also earn reward points called Joobz to use on free stuff like ipods, mobile credit, cds, new mobile phones and more. In this sense it's possible to receive real physical rewards for doing something which would normally cost your money if a phone was used instead.

Managing Director, Mark Ross-Smith describes the UK launch of SMSFun as "Possibly one of the worst days for English mobile providers, their days of abundant and super-high margins on SMS connectivity are coming to an end".

UK members of SMSFun can send free SMS to UK, Australia and New Zealand. More countries are being added to the community in Q3 2008 with the majority rumored to be in Europe.

SMSFun first launched in Australia back in 2006 and has since seen massive growth and now has over 100,000 members. SMSFun members have sent over 13 million SMS saving in excess of \$2.8 million AUD (March 2008).

For queries and more information please contact:

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