Clickatell announces the 2013 mobile touch awards highlighting excellence in mobile messaging

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Mobile messaging campaigns to be recognised for innovation and driving real change in the lives of customers and communities

Clickatell, a global leader in mobile communications specialising in text messaging as a service, announced the call for submissions for its second annual Mobile Touch Awards. The awards will honour the innovative use of texting to build close customer connections, develop effective internal communications and improve global safety and security. If you have a story about how your organisation has used texting to apply Mobile Touch in an innovative way, tell us by submitting your story here: http://clickatell.com/mobile-touch-awards/submit-your-story.php. The deadline for all submissions is the 15th of December 2013.

The Mobile Touch Awards will celebrate the use of texting by companies to create positive change in the lives of their customers, suppliers and employees by delivering the right message, at the right time and in the right place. Winners will be selected from a range of sectors from emergency services to retail. The winning submissions will exhibit leading characteristics of successful Mobile Touch campaigns by making valuable use of the ubiquity, and push-messaging capability of SMS text to deliver value for the sender and the receiver as a result of message simplicity, contextual relevance and time-sensitivity.

A winner and two finalists will be chosen in two categories: The 'Community Service' Award, honoring an organisation that has used mobile messaging to the benefit of their community and the 'High Five Award', honouring developers who have created an app or used APIs and texting in innovative ways. The third category is The 'Community Service' Award, honoring organisations that have used mobile messaging to the benefit their communities. The winner for this category will be chosen by public vote.

"Clickatell is excited to invite companies to participate in the 2013 Mobile Touch Awards and celebrate the best applications of texting by organisations all over the world," said Pieter de Villiers, CEO of Clickatell. "The Mobile Touch awards give participating companies the opportunity to share their unique stories on how they have leveraged mobile messaging programs in innovative ways and allow them to be recognised as a global leader in the use of high value texting."

As the provider of the largest online SMS mobile messaging gateway, Clickatell believes that the days of mass texting are a thing of the past and have been replaced with more effective text messaging programs. Mobile messaging has evolved to use the mobile phone to send out personalised text messages that are valued by both the sender and receiver because the messages are simple, of interest and timely. The Mobile Touch Awards celebrate the best applications of texting by recognising companies all over the world. If your company is using texting in an innovative way, tell us your story and you could be a winner! To learn more about the awards and submission process, please visit the official Mobile Touch Awards website, here: http://www.clickatell.com/mobile-touch-awards/index.php

About Clickatell, Inc.

Clickatell is a global leader in mobile messaging and transaction services, which enables its customers to connect, interact and transact with their business partners and communities on the mobile phone.

Clickatell's global footprint means that it can deliver short message services (SMS) through it's next-generation Clickatell Messaging eXchange (CMneXt) to over 960 mobile networks in over 220 countries and territories, with the potential to reach 6 billion mobile phone users - more than 80 percent of the world's population. In addition, with Clickatell Transaction

eXchange (CTX), it provides the essential link between mobile consumers and their financial institution, with services like airtime top-up.

More than 15,000 enterprise, government, medium and small business customers and application developers have embraced Clickatell's technology solutions. Founded in 2000, Clickatell is headquartered in Redwood City, Calif. To learn more, visit http://www.clickatell.com/