

**For Release 9 a.m. PST
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Setup and market your own International Text Messaging service in one day

The only truly international, two way service of it's kind and it's available for companies to brand as their own, and market to their users.

VANCOUVER— January 15, 2007 — Reseller SMS is an international text messaging service that allows users to send and receive text messages to and from any phone on the planet.

No other service is as easy to use or has as broad a coverage. It's the only truly international, two way service of its kind and is available for companies to brand as their own, and market to their users.

Upside Wireless Inc has been in the SMS business for over 6 years and has seen continuous growth in messaging in this period. The demand continues to grow and they serve the needs of global Fortune 100 as well as hundreds of thousands of individual customers worldwide.

“What we realized is that while the overall market for text messaging is immense, it is also extremely fragmented and the only way to reach it is by specialization. We also realized that this is impossible to do with scale for any one company. For this reason, we built a technology that enables companies to profit from selling their own SMS services, locally or internationally, while not having to worry about technology, infrastructure and carrier agreements.” says Branko Zurkovic, President, Upside Wireless.

Reseller SMS is a unique service that gives companies all the tools to succeed in selling SMS services to any vertical segment in any country without ever having to write a single line of programming code, without the need to own and maintain servers, network operations crews or to know intricacies and administrative hurdles when dealing with wireless service providers.

To learn more please visit <http://yourbrand.upsidewireless.com?src=blg>

About Upside Wireless Inc.

Upside Wireless Inc. is a leading North American company that specializes in providing global mobile messaging services and applications for consumer and enterprise markets. Founded over 6 years ago Upside identified a gap in the marketplace for solutions that facilitate transfer of information between various information systems within enterprises, with their mobile employees, customers and partners using mass market devices - mobile phones.

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For more information on Upside Wireless Inc :

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