

REDTXT HITS A SIX TEXTING CRICKET SCORES

After successfully Texting two million footy results SMS to 40,000 Victorian grass-roots footballers during the winter season RedTxt is now using its advanced SMS technology to streamline the communication of cricket scores for Victorian cricketers.

RedTxt offers a service that allows cricket associations to send the results to the players and participants at the end of a day's play. The unique service called SponsorTxt is free for the cricket league and for the recipients as it is funded via sponsors and advertisers.

"Cricket has been waiting for a simple solution for getting the end of day results to the players and supporters, and the RedTxt service does just that" said Ken Jacobs, RedTxt's cricket guru and former CEO of Cricket Victoria. "Being able to get the results to the participants improves the sports experience for all involved" added Mr Jacobs.

In season 2010/11, RedTxt's SponsorTxt will be used by the Victorian Country Cricket League, and the Victorian Sub-District, Yarra Valley, North Metro and North West Cricket Associations.

RedTxt has successfully introduced the SponsorTxt service to grass roots Australian Football for the past three seasons. 34 Metro and Country Football Leagues in Victoria used the system this year with 2 million SMS messages containing results and ladders being sent to football players every Saturday night.

RedTxt services are also being used in various capacities to help different communities/businesses, for example the Morwell Urban Fire Brigade has enlisted the help of RedTxt for its internal communications.

This technology is simple to use and allows administrators and managers to instantly communicate with anyone who has subscribed to receive the SMS messages.

To contact RedTxt please call Russell Morris, Director of Strategic Partnerships 0417 379 543 or visit www.redtxt.com.au

For further media Information
Danielle Malin/ Michelle Polak
PR for RedTxt
Ph: 03 9576 7632/ 0413824826
Email: pr@seepr.com.au