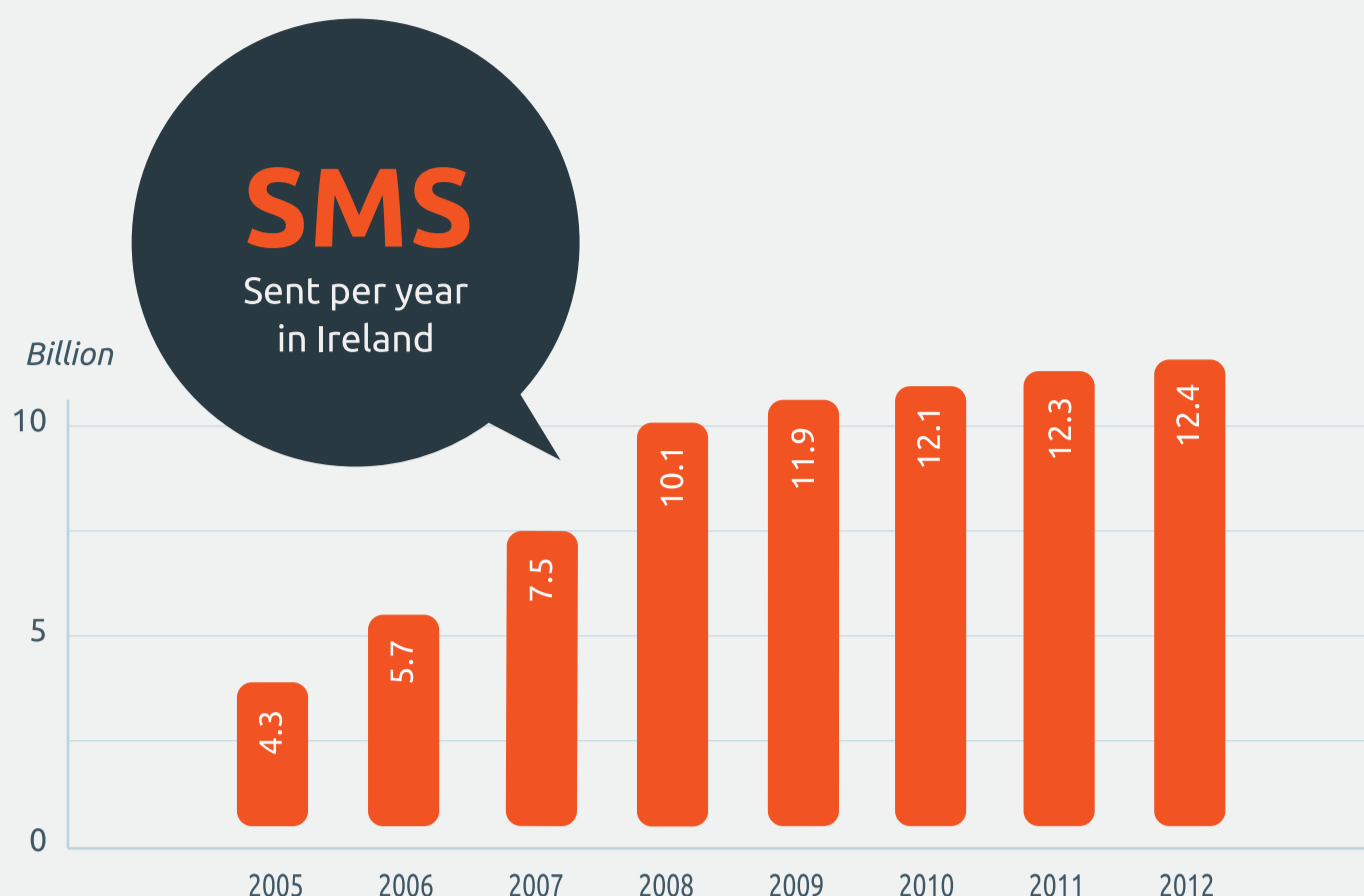


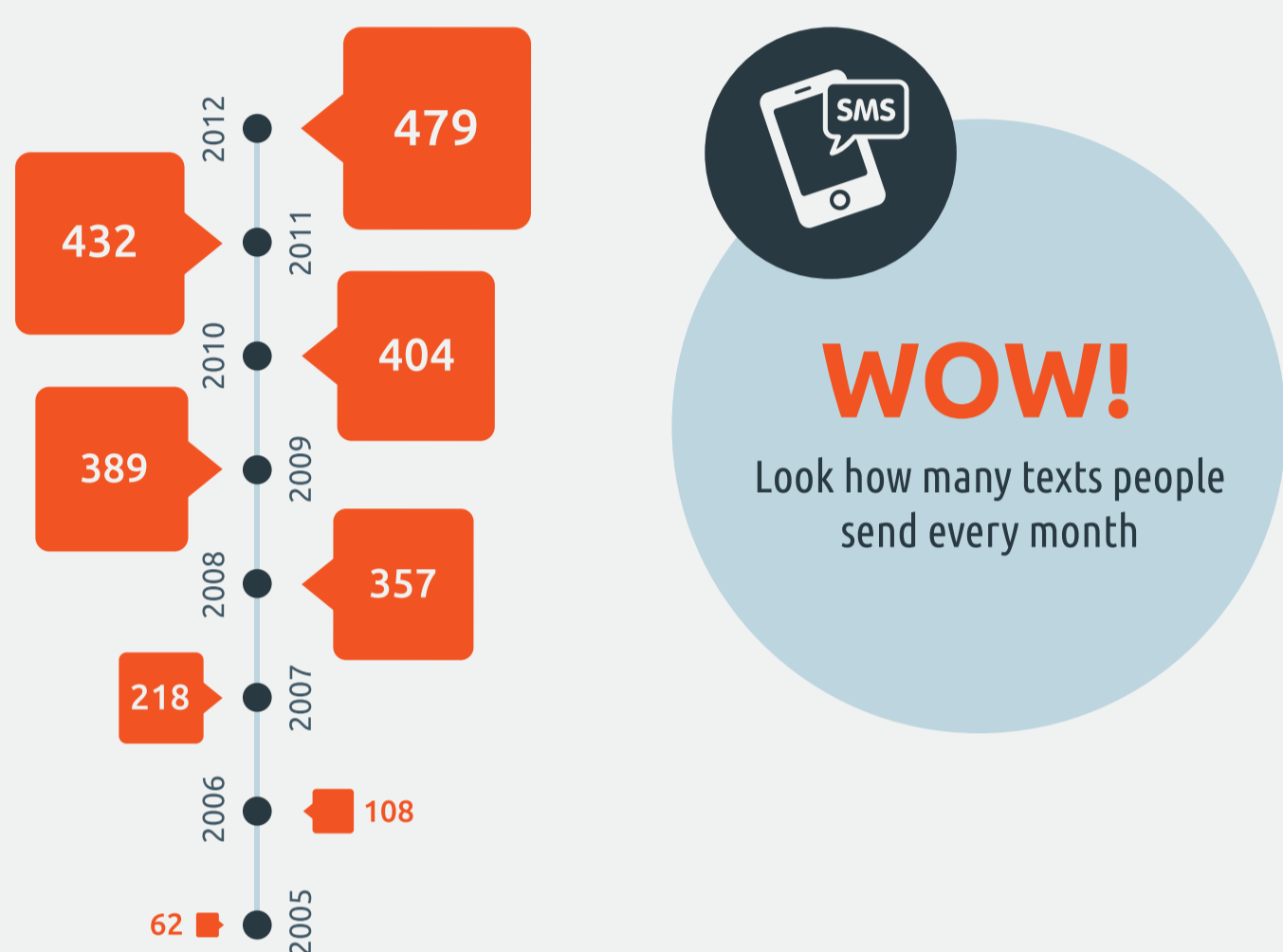
## THE POWER OF SMS

### WE'RE SENDING MORE THAN EVER



Source: ComReg

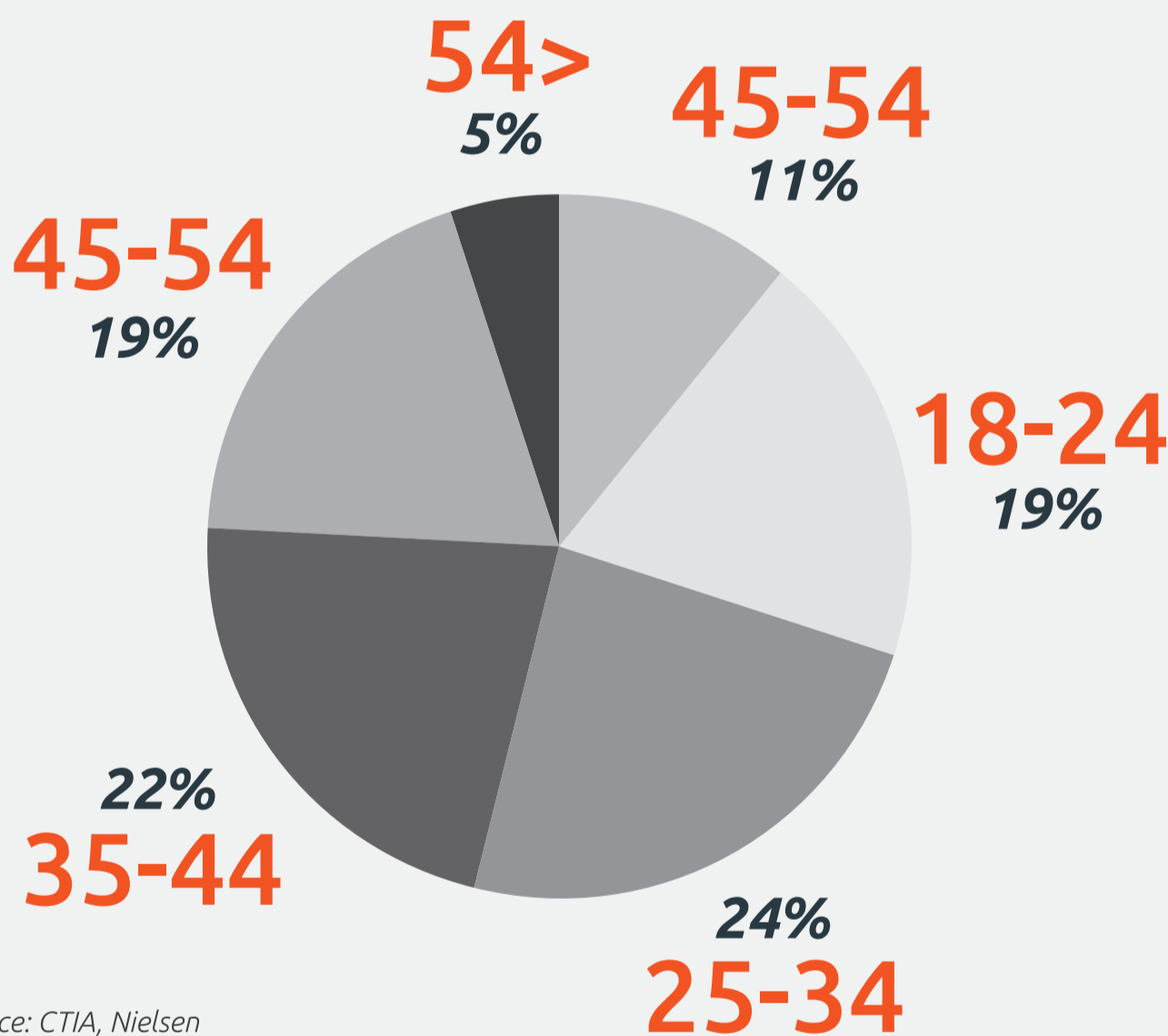
### PEOPLE LOVE TEXTING



Source: CTIA, Nielsen

### WHO'S USING SMS?

Not just for the Young, People of All Ages Use SMS



Source: CTIA, Nielsen

Men and women, We're all the same when it comes to SMS



Source: CTIA, Nielsen

## SO...

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It's cheap, it's still growing and it's used by all.

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