



NEWS RELEASE

GINSMS UNIT LAUNCHED CLOUD-BASED APPLICATION-TO-PERSON SMS SERVICE

Calgary, Alberta, March 27, 2014 - GINSMS Inc. (TSXV: GOK) ("GINSMS") announces that GIN International Limited ("GIN"), a 100% owned subsidiary of GINSMS based in Hong Kong, has officially launched its cloud-based application-to-person ("A2P") SMS service today.

The service allows the termination of SMS to mobile subscribers of more than 100 mobile operators globally. This is achieved through partnerships with service providers and direct connections with mobile operators globally. GIN's close working relationships with mobile operators in China, Hong Kong and Southeast Asia puts it in a good position to become a leading provider of A2P SMS service in Asia.

Through the provision of the A2P SMS service via cloud, GIN enables mobile application developers, SMS gateways, enterprises and financial institutions to deliver SMS worldwide without any upfront capital investment through the use of GIN's rich application programming interface ("API").

Mobile application developers use A2P SMS service to deliver one-time-passwords ("OTP") for authentication of over-the-top ("OTT") mobile applications, in-app purchase confirmations or promotion of latest game releases. Enterprises and financial institutions use the A2P service in the areas of mobile marketing, mobile transactions, security, customer relationship management ("CRM") and enterprise resource planning ("ERP").

Juniper Research predicts that in 2016, revenue from A2P SMS will overtake that of person-to-person ("P2P") SMS as the mobile messaging ecosystem shifts from communication between individuals to sending and receiving service-enabling messages.

"We are excited to launch the cloud-based A2P SMS service and are committed to become the preferred service provider in Asia. Asia is home to more than 2.5 billion mobile subscribers and the growth of A2P SMS is simply amazing. Being situated in Hong Kong and having direct connections to mobile operators in Hong Kong and China, GIN is well positioned to ride the wave and serve the ever increasing needs of customers worldwide," said Derrick Ong, Senior Vice President of GINSMS' mobile messaging unit.

About GINSMS

GINSMS is a mobile technology and services company focusing on 4 areas namely Telecom Platforms and Products, Mobile Advertising, Mobile Messaging and Mobile Applications. GINSMS conducts research and development and also establishes partnerships to develop and distribute innovative products and services globally. Through its wholly owned subsidiaries in Singapore, Hong Kong, Malaysia and Indonesia, GINSMS has successfully deployed more than 100 solutions globally. GINSMS also operates a SMS hub that provides inter-operator messaging services to mobile telecom operators in Hong Kong and application-to-person ("A2P") messaging services to customers globally. Through its Right Here Media brand, GINSMS provides a one-stop mobile advertising service to advertisers. These services include the development of creative mobile advertising campaigns for advertisers, the provision of technology to execute these campaigns and the placement of advertisements on mobile advertising networks.

Forward Looking Statements

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with GINSMS' business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to GINSMS or its management. The forward-looking statements are not historical facts, but reflect GINSMS' current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. GINSMS assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements unless required by law.

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