TRACK ELECTION '05 WITH PETER SNOW'S ELECTION ALERTS

Submitted by: C8 Consulting
Wednesday, 6 April 2005

LONDON, 6th April 2005 - Skinkers plc, the leader in desktop alert technology today announced that it is providing the Peter Snow's Election Alert Service to the BBC.   Keeping the general public up-to-date with the latest happenings from the election campaign in the lead up to the 5th May Election.

BBC Election News Alerts will appear on users' screens as soon as the news breaks and disappear when the information is no longer current. Other features of the service include general breaking news, an election results alert for the users chosen constituency as soon as it is called, and in quieter moments, users can test their darts skills with the Peter Snow swingometer game.

David Long, managing director of Skinkers commented: "We are delighted that Skinkers is able to provide this technology to the BBC and that the British Public can get priority election information as and when it breaks. This is a very exciting election campaign and over the next four weeks we expect this service to be very heavily subscribed and utilised. For the first time, we can all closely track and stay in touch with the latest news concerning Election '05 with this service which is available to any PC desktop user."

The Election Alert can be simply downloaded free from http://www.bbc.co.uk

###

About Skinkers plc

Skinkers Desktop Alerts are a business-controlled channel to the desktop of computer users that guarantee important messages are seen when most needed. With email communication starting to fail under the pressure of spam and viruses, it is crucial for businesses to be able to guarantee the delivery of important messages to both customers and employees. Skinkers has created a software technology that allows organisations of all sizes to quickly and cost-effectively deploy their own high-priority message delivery channel to the desktop of their employees or their customers worldwide.

Skinkers Alerts are very effective as they can:

- deliver messages at a predefined time
- support hundreds of thousands of users in a very cost effective way
- track how many people receive and interact with the messages
- deliver alerts both to anonymous and identified users
- control the look and feel of messages for brand control
- drive people to other information on the internet/intranet/television/etc
- deliver large multimedia files in a highly optimised way.

---

response**source**