

Gradwell dot com announces new launch: twittex replaces Twitter's UK SMS service

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Gradwell, the UK's leading SME VoIP operator, is pleased to announce the launch of twittex. This simple pre-pay service delivers Twitter updates from friends to a mobile via SMS.

Gradwell's twittex is available to all UK networks. Until 14 August 2008, Twitter provided a free SMS alert for its UK users: inside Twitter, users could register their mobile phone, and decide which of their friends they wanted to communicate via SMS. The cost of providing this service for free however was one that Twitter no longer felt able to bear.

"At Gradwell, we had recently launched a new service, a news website, so that our customers can be kept informed of alerts and maintenance concerning our broadband, email, hosting and VoIP," explained Peter Gradwell, MD.

"This new service published updates to Twitter, so that our customers could use Twitter's SMS alerts when away from their computers.

"With Twitter no longer sending out SMS alerts, we needed an alternative – so we built twittex!"

To get started, users can create an account at www.twittex.com. "Just add your mobile phones and your Twitter accounts, and some credit - from £1-£20 - and you're all set," added Peter.

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NOTES:

Gradwell dot com (www.Gradwell.com) is one of the leading UK internet communications service providers to UK businesses.

Since 1998 Gradwell has provided a range of email hosting, website hosting and Internet Telephony Services to more than 5,000 clients in the UK. With more than 10,000 VoIP phone lines, 6,000 websites and 12,000 internet domain names, the company had revenues in excess of £1 million for the 2006 financial year. Gradwell's team of 16 is headquartered in Bath.

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