



silverstreet*

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Silverstreet announces Australia expansion

Melbourne, February 26th 2010

Netherlands headquartered mobile messaging and payments carrier Silverstreet, which recently announced its expansion into Asia, announces today its expansion into Australia.

The local office will be based in Melbourne, and will be headed by Mr. Mitchell Powell, who recently joined the company as Business Development manager Australia.

Mitch has joined Silverstreet from his previous role as the Director of sales for Yakedi INC. Here Mitch delivered a suite of advertising products and a range of mass communication solutions (including SMS and email) to creative houses, media buyers and direct to the end user.

With a sales and marketing background and extensive experience with mass communication, in particular SMS, Mitch is a welcomed asset to the Silverstreet team.

The office will offer sales support services to clients in Australia and New Zealand.

Silverstreet will offer its full range of Mobile messaging and payment services to the Australian territory. Customers in the Australian region can now benefit from Silverstreet's Premium messaging connectivity in Europe, the United States and since recently Asia. Also, our overseas customers can benefit from our Premium messaging connectivity in Australia

"Expanding into this region has always been our ambition. Since we have our technical support service in 24/7/365 mode from our office in Malaysia, we are now able to truly support our Australian clients and I'm confident that we are able to expand this base by our local Australian sales team" says Silverstreet Chief Commercial Officer Mr. Simon Landsheer.

About Silverstreet:

Silverstreet, founded in 1999, is a specialist in Mobile Messaging (SMS) offering global MT termination options (covering more than 700 networks) and focusing specifically on mission critical traffic and high volume (wholesale) clients.

Our footprint is global. Next to our global reach with non-billed messages we have coverage with Premium SMS in 32 countries and constantly expanding. Currently Silverstreet employs 37 people, and has reached a volume of over 2 billion SMS messages in 2009.

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