



Anchor Computer Inc. Moves Forward with Text Messaging

Anchor Computer, Inc, a leader in the industry announces the expansion of Anchor's Phone Services via Text Messaging.

Farmingdale, NY May 16, 2010 -- Anchor Computer, Inc., a database services company, announced today the expansion of Anchor's Phone Services Division with the addition of text messaging. In this fast moving competitive market place, new avenues of communication are making it easier for the consumer to gather information, make informative decisions and choose who and what products they are interested in. Text messaging makes this possible. With Text messaging the consumer can decide which programs best suits their needs by opting in. Text messaging has had response rates that are 4 to 5 times greater than traditional promotions.

Anchor's customers, now have the advantage of expanding their market share:

- 4.5 billion mobile messages sent daily and growing.
- 95% of all text messages are read.
- 20% of all households are wireless only.

"Using Anchor's Text Messaging Service in conjunction with direct mail, e-mail, and the Web have increased revenue and profits far beyond expectations, stated Dean Kuzminski, Vice President, Phone Data Services".

Dean also states "We can no longer depend solely on traditional means of marketing. To be ahead of the curve you must take advantage of today's technology".

Anchor provides a complete array of Data Processing, Database Marketing and Document Personalization Services and Software to the direct marketing industry.

For more information on all our services, please visit www.AnchorComputer.com or contact Dean Kuzminski

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