

## The price of an sms...



Since 24 October 2006, South African Internet users have been able to send unlimited free SMS messages from their PCs to mobile phones across all local cellular networks, courtesy of [www.yosms.co.za](http://www.yosms.co.za). The catch? Each free SMS sent is backed by advertising sponsorship that engages YoSMS users and offers them a clear value proposition: select and view an ad banner in exchange for sending a free SMS.

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