

**RE:FRESH SIGNS AN ALLIANCE AGREEMENT WITH SMS@CTIVE**

Toronto, ON, Canada - June 25th, 2003. **re:Fresh and SMS@ctive Technologies Corporation, today announced an agreement to further their leadership position in wireless technological innovation and mobile marketing solutions.**

re:Fresh Media and Technologies Corporation (re:Fresh), a mobile marketing and communications agency, is pleased to announce that it has entered into an Alliance Agreement with SMS@ctive Technologies Corp. (OTC: SMSE), a company that specializes in wireless content applications development enabling re:Fresh to expand its leadership position in wireless technological innovation and mobile marketing solutions.

By leveraging SMS@ctive's strong competence and expertise in the implementation and delivery of mobile messaging and data services, re:Fresh is positioned to deploy mobile marketing campaigns through multiple gateway/Short Messages Service Centre (SMSC) connections, clearly differentiating themselves in the mobile marketing industry throughout North America.

With the fusion of both companies' technical solutions, re:Fresh clients will be able to access services including text messaging-based marketing campaigns, contests, event promotions, coupons, ring tones, and many other custom applications. In addition, customers will be able to access wireless subscribers globally. Marketers deploying large volumes of text messaging campaigns can rely on re:Fresh to deliver their content, wireless applications and promotions reliably and cost effectively.

In addition to large volume, carrier-grade SMS deployment re:Fresh mobile services also include Short Codes registration. The company's growing relationships within the industry, Telco's and carriers worldwide allows them to offer new services and applications whenever and wherever they become available.

Andre Thompson, Vice President, Operations of SMS@ctive commented, "With the signing of this agreement with re:Fresh, SMS@ctive expects to dramatically increase its revenue base. Recent industry surveys suggests that SMS revenues will grow from less than \$140 million in 2001 to more than \$950 million in 2005. This incredible growth will be due in no small part to marketing companies like re:Fresh."

Carlos Garavito, CEO of re:Fresh commented, "Our alliance with SMS@ctive represents the ability to provide carrier grade text messaging deployment services and customized wireless solutions to our customers. With this agreement, re:Fresh continues its leadership in the development and delivery of wireless content, entertainment, information and mobile marketing solutions."

**re:Fresh**

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## **About SMS@ctive**

SMS@ctive Technologies Corp. is a content developer that provides text messaging and value-added services to mobile phone subscribers. SMS@ctive specializes in developing innovative customized applications, using wireless technology, to fuel business demand. The Company intends to utilize existing and new wireless network infrastructures along with novel marketing strategies to increase consumer awareness ultimately enhancing customer utilization of real-time information.

For more information about SMS@ctive Technologies Corp. please contact Joe Markevich or Jack Singh at 604-687-7472 or visit the company Web site at [www.smsactive.com](http://www.smsactive.com).

## **About re:Fresh**

re:Fresh is a mobile marketing and communications agency. The company conceptualizes, develops and deploys mobile campaigns for marketers, agencies and media companies alike. The company's mobile services are built, managed and delivered through a combination of strategic and marketing expertise backed by a strong technical leadership. The company provides personalized and targeted wireless marketing for their customers by creating more rewarding interactions with their audiences either as a stand alone mobile marketing campaign or through an integrated online and offline approach.

For more information about re:Fresh, please contact Carlos Garavito at (416) 993-8356, or Sean Ramsay at (647) 283-0682 or visit the company Web site at [www.refreshcorp.com](http://www.refreshcorp.com).

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