



PRESS RELEASE

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AD|MAX Partners with SmartSMS™ Corp.

Dana Point, CA. June 2, 2006 /CAT eNEWS/ -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her Company's AD|MAX Media unit has entered into an exclusive strategic alliance with wireless messaging innovator SmartSMS™ Corporation (OTC:SRS.M.PK) whereby SmartSMS™ will provide premium mobile text-message marketing technology and services to AD|MAX's bundled merchant media campaigns.

"Having SmartSMS™ Corp., a leading provider of premium text-message marketing solutions, as our mobile-messaging technology partner, instantly grants AD|MAX a highly advantageous position from which to deliver SMS (short-message-service) mobile marketing messages as a distinct and highly synergistic addition to our established array of media for local Southern California merchants," states Ms. Bylund.

Once reserved only for big spenders like Coca-Cola, Nike, The Apprentice, and American Idol, the collaboration of SmartSMS™ and AD|MAX will provide premium text-message marketing with web-based control for small-to-medium sized Southern California businesses who can now cash in on the text-messaging craze to promote and brand their wares locally.

"Being the SMS service provider to the AD|MAX integrated merchant media program is an exciting and promising collaboration for us," stated SmartSMS™ CEO Gordon Lee.

"Local businesses can use the mobile-message marketing technology to deliver coupon codes, advertise specials, open appointment cancellations, offer last minute dining reservations at in-demand restaurants, and much more," adds Ms. Bylund.

Primarily benefiting Southern California merchants by increasing customer flow, AD|MAX bundled merchant media solutions combine quality exposure elements of both a local and worldwide Internet portal presence, along with local cable and radio spots, residential direct mailings, yellow pages, and barter-exchange commerce and economics.

According to Ms. Bylund, "AD|MAX has created a hybrid of existing industries and media with a unique value-added integration embraced within an entirely new business model. The AD|MAX unified-media solution affords a generous value-added integration of several proven merchant media products including TV, radio, direct-mail, print, Internet, and now SmartSMS™ premium text-message marketing, priced well within reach of most small businesses."

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This announcement follows in the wake of news earlier this month that AD|MAX had launched a new web-based community directory to serve the Orange County California region called 'LocalTender.com'.

“The LocalTender.com OC portal affords an incredible convenience for Orange County residents and visitors alike, providing a wealth of information that can be found at no other single OC-directed website. Combining LocalTender.com with SmartSMS™ premium text-message marketing creates a new cutting-edge interactive advertising and marketing synergism to which all other AD|MAX client media will now be tethered.” concludes Ms. Bylund.

Strategic partners and media providers to AD|MAX and its LocalTender.com local search portal now include: SmartSMS™ Corp.; Cox Media; Premier Guide, North America's largest and fastest-growing network of private-label local search sites; ITEX Cashless Payment Systems; Matchbin, the next-generation online Community Marketplace; Creditz, the fast-growing merchant loyalty and digital rewards system; XO Barter Software of New Zealand; Techspeed Software Solutions; XRAYMEDIA, Inc., developer of the web-based Live Media Marketplace; Springboard Capital Corporation, the Orange County-based investment and venture development firm with an exclusive portfolio of unique 'first-mover' advantaged client companies; and TVA Capital, the innovative Newport Beach-based investment banking group and national angel investor network.

About AD|MAX & Catalyst House:

AD|MAX is the media unit of Catalyst House, Inc., an international strategic-teaming consultant and Springboard Capital Corporation co-founder and affiliate. Catalyst House President, Lynnea M. Bylund, currently serves at the behest of Committee Chair Congressman Tom Reynolds (R-NY) as an Honorary Chairwoman of the National Republican Congressional Committee's Small Business Advisory Council ('SBAC'). In 2005 Ms. Bylund was one of only 12 women selected nationally to receive SBAC's prestigious Business Woman of the Year Award. Since its inception in the late 20th century, Catalyst House associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses.

About SmartSMS™ Corp.

Smart SMS Corp. (Other OTC:[SRSM.PK](http://www.SRSM.PK) - [News](http://www.SmartSMSCorp.com)) (www.SmartSMSCorp.com) is an Internet entertainment company that specializes in mobile marketing campaigns for new TV shows, celebrities, entertainers, athletes, and brands, as well as fundraising programs. Smart SMS Corp. operates the SmartSMS(TM) brand for campaign management in North, Central, and South America. The SmartSMS(TM) platform has been used successfully to launch about 500 campaigns worldwide. In the U.S. and Canada, Smart SMS Corp. uses the distribution infrastructure of GoldPocket Wireless for text-message and multi-media message campaigns, and distributes through NetPeople's networks in Mexico and other Latin American countries. Smart SMS Corp. is headquartered in Los Angeles, with additional presence in New York, Europe, Mexico, South America, Canada and China. Smart SMS Corp. is a publicly traded company listed on the PINK SHEETS, trading under the symbol SRSM.PK.