



**TRANDOTCOM**<sup>SM</sup>  
TRANSACTION MANAGEMENT SOLUTIONS

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**FOR IMMEDIATE RELEASE**

**TranDotCom OFFERS NEW MEDIA OPTIONS FOR PAYDAY LENDERS**  
***Cutting-Edge Text Messaging Programs Garner High Response Rates***

KENNESAW, GA --- November 16, 2009 --- TranDotCom Solutions, a leader in automated short term loan transaction processing has announced that it has formed a partnership agreement with GoLiveSMS Corporation to provide SMS text messaging services to TranDotCom customers nationwide.

Based in Irvine, CA, GoLiveSMS facilitates text messaging for marketing, customer retention and collections in a variety of market segments, including financial services, healthcare, fundraising, and politics.

Text messaging has been integrated into most European marketing plans since its advent, but is a relatively new media for US marketers. Increasingly though, it is becoming the customer-preferred communication receiving system, and tracks high read and response rates. While direct mail may be thrown away or recycled, and phone calls ignored, 96% of text messages get read.

"Text messaging nets immediate results. Response waves usually occur within ten minutes of delivery," according to Chris Baggett, CEO and founder GoLiveSMS.

As a financial model, GoLiveSMS's text messaging solutions work effectively for both lenders and borrowers. For lenders, the programs have a low barrier to entry, are automated, and messages are delivered in real time. There is no fee to the end user/recipient, contributing to the high acceptance rates.

"We are excited about partnering with GoLiveSMS because we feel that their text messaging product is another method for our client lenders to use to stay in touch with customers, build relationships, and ultimately become more profitable," cited Brit Treadway, Director Business Development at TranDotCom. "We are impressed with the GoLiveSMS adherence to regulatory guidelines and their attention to live customer support which aligns well with TranDotCom's philosophy," he continued.

GoLiveSMS has gone through great lengths developing compliance best practices to ensure its clients are following all the regulatory guidelines covering enterprise text messaging, under the Telephone Communications Act (TCA) of the Federal Trade Commission (FCC) and of the Federal Trade Commission (FTC). The regulations dictate the type of content delivered, as well as the method of delivery.

"Our stringent regulatory policies not only assure that clients are operating within the guidelines of the law, but ultimately these practices result in higher delivery and read rates," maintains Baggett.

Given its partnerships with major carriers such as TMobile, Verizon, Sprint, AT&T, US Cellular and Alltel, GoLiveSMS can provide nationwide, saturated coverage. Historically 92% of GoLiveSMS messages have been delivered.

"For short term lenders, the SMS text messaging services are an affordable, easy to use, flexible tool that can be employed to foster customer retention, marketing response rates, and improve collections," concluded Treadway.

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**About TranDotCom Solutions, LLC**

TranDotCom Solutions is a leader in automated consumer finance transaction processing, providing a full range of consulting, software, support and transaction processing services which allow lenders to be more competitive and highly efficient. TranDotCom Solutions understands and specializes in all of the components of consumer finance lending including payday advance and line-of-credit products. TranDotCom pioneered the industry's first web-based transaction management system and has been processing transactions since 2000, supporting storefront and online lenders in the United States, Canada, and the United Kingdom. TranDotCom may be reached at 678-433-1200 or sales@tdcemail.com.

**About GoLiveSMS:**

GoLiveSMS is the nation's largest text messaging provider focused solely on enterprise messaging. GoLiveSMS' Message Manager Pro system is a high-availability platform enabling companies to communicate with their customers quickly, effectively and at the lowest cost. Providing their customers a software as a service system enables companies to begin using GoLiveSMS' program immediately, without having to make changes to their existing software platform or undergo extended technical training. GoLiveSMS is based in Irvine, California and can be reached via the web at [www.GoLiveSMS.com](http://www.GoLiveSMS.com) or at 800-859-3570.

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