



News Release

Appointment of New Interim Chief Financial Officer

Calgary, Alberta, October 29, 2013 – GINSMS Inc. (TSXV: GOK) (the “Corporation” or “GINSMS”) today announced that it has appointed Jonathan Lai, its Chairman of the Board of Directors, as interim Chief Financial Officer of the Corporation in replacement of Koon Fai (Faith) Lam with immediate effect. Mr. Lai will act as interim CFO while the Corporation is looking to hire a replacement for Faith Lam.

“On behalf of the Board of Directors and management team, I would like to thank Faith for his many contributions during his tenure as CFO of GINSMS” said GINSMS’ CEO Joel Chin. “We wish him well in his future endeavors.”

About GINSMS

GINSMS is a mobile technology and services company focusing on 4 areas namely Telecom Platforms and Products, Mobile Advertising, Mobile Messaging and Mobile Applications. GINSMS conducts research and development and also establishes partnerships to develop and distribute innovative products and services globally. Through its wholly owned subsidiaries in Singapore, Hong Kong, Malaysia and Indonesia, GinSMS has successfully deployed more than 100 solutions globally. GINSMS also operates a short message service (“SMS”) hub that provides inter-operator messaging services to mobile telecom operators in Hong Kong and messaging services to enterprises in Asia. Through its Right Here Media brand, GINSMS provides a one-stop mobile advertising service to advertisers. These services include the development of creative mobile advertising campaigns for advertisers, the provision of technology to execute these campaigns and the placement of advertisements on mobile advertising networks.

For further information, please contact:

GINSMS Inc.
Joel Chin, Chief Executive Officer
Tel.: +6564411029

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