



NEWS RELEASE

GINSMS UNIT ENTERS INTO EXCLUSIVE GAME DISTRIBUTION AGREEMENT WITH ACTIVATE

Calgary, Alberta, July 19, 2013 – GINSMS Inc. (TSXV: GOK) announces that Inphosoft Singapore Pte Ltd (“Inphosoft”), a wholly-owned subsidiary of GINSMS has entered into an exclusive game distribution agreement with Activate Interactive Pte Ltd (“Activate”).

Under the terms of the agreement, Inphosoft will have the exclusive rights to distribute the games developed by Activate in territories including North America and Japan. At the same time, Inphosoft will source for games from Japan and gives Activate the exclusive rights to distribute these games in Singapore and Malaysia.

“The partnership with Activate will expand GINSMS’s game distribution channels to include Singapore and Malaysia. These are two key markets in Asia that are very important to GINSMS’s strategy of acquiring, localizing and distributing mobile technologies and content from Japan,” said Joel Chin, CEO of GINSMS. “We are also delighted that we can now distribute Activate’s world class games in the North American and Japanese markets.”

Leslie Wou, CEO of Activate added, “We are delighted to work together with GINSMS. Together, I believe we can create a unique proposition and provide innovative and compelling content to mobile phone users in Singapore and Malaysia.”

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.

About Activate

Activate is a developer and publisher of online and mobile games. Headquartered in Singapore with offices in Malaysia and China, Activate has developed more than 150 games since 1997 and has achieved more than 3 million players for its titles. Activate also publishes and market online games from global developer partners, reaching out to the emerging Asia market where it has direct distribution channels in more than 15 countries.

Forward Looking Statements

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with GINSMS' business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to GINSMS or its management. The forward-looking statements are not historical facts, but reflect GINSMS' current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risks Factors" in GINSMS' Filing Statement filed on August 29, 2012 with the regulatory authorities. GINSMS assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements unless required by law.

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