



GINSMS INC.

NEWS RELEASE

GINSMS UNIT ROLLS OUT 'GO MALL' MOBILE APPLICATION FOR BELLAGIO MALL

GINSMS Inc. (TSXV: GOK) announces that PT. Inphosoft Indonesia ("Inphosoft"), a wholly-owned subsidiary of GINSMS has launched the "Go Mall Bellagio" mobile application platform for PT Centra Lingga Perkasa ("The Bellagio Mall"), the manager of The Bellagio Mall, a luxurious mall situated in Mega Kuningan, Jakarta. Inphosoft will have the exclusive rights to market and monetize Bellagio's mobile inventory in the "Go Mall" mobile application platform.

"Go Mall" is a helpful mobile application that aids Bellagio shoppers in finding their favorite shops and dining places with ease on their smartphones. Shoppers will also be well-informed and notified of upcoming mall events, latest promotions, discounts and coupons by the mobile application. "Go Mall" also allows easy social sharing of mall and shop information on popular social network platforms such as Facebook and Twitter.

"We are honored and delighted to have The Bellagio Mall as our flagship partner using our 'Go Mall' mobile application platform. Our Right Here Media team strongly believes that technology should be created to make life easier and we will definitely give our best to ensure the best outcome for Bellagio, their tenants and their shoppers," said Stephen Chan, Senior Vice President of Inphosoft's Mobile Advertising business unit.

"Inphosoft, under their Right Here Media advertising team, will drive more shoppers to come to our Mall through the use of new innovative technologies. With this 'Go Mall' app, we can do both mall and tenant promotions conveniently on one single channel!" said Mardjoko Sulistyono, Executive Director of PT. Centra Lingga Perkasa.

Tumpal M. P. Silalahi, General Manager of The Bellagio Mall, added, "With review and rating facilities on the app, tenants will know exactly what shoppers feel about them. It makes my tenants want to compete to best serve our shoppers!"

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 The Bellagio Mall

The Bellagio Mall is a destination mall which is designed specifically for the dynamic and business-minded who have good tastes and preferences and who are also suitable for a community lifestyle. A classic interior and luxurious image is felt when entering The Bellagio Mall. The outlets available are presented to meet most of your quality living needs ranging from supermarkets, restaurants, cafes, clubs & bars, karaoke, schools and others. The Bellagio Mall is an integrated development with the two apartment towers, The Bellagio Residence and The Bellagio Office Park, sitting on a site of 13,000 square meters and managed by Cushman & Wakefield.

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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