



NEWS RELEASE

GINSMS Hires Pinnacle Communication as Investor Relations Consultant

CALGARY, ALBERTA (June 14, 2010) – GINSMS Inc. (“GINSMS” or the “Corporation”) (TSXV-“GOK”) is pleased to announce that it has engaged Pinnacle Communication & Design Group “Pinnacle”), a multi-faceted Investor Relations, Communications, Public Relations and Graphic Design firm headquartered in Winnipeg, to assist the Corporation in its ongoing efforts to strengthen and enhance its relationship with shareholders, potential investors and the investment community as a whole.

The main long-term objective is to provide existing and potential investors, either directly or through their investment advisors, the opportunity to learn more about GINSMS, its management and in particular, its strategy in a market offering great opportunities for growth. Under the terms of the services agreement, which is subject to TSX Venture Exchange approval, Pinnacle will receive \$2,500 per month and, among other things, will immediately assist GINSMS with the filing of its year-end financial documents, including the Management’s Discussion and Analysis, the development and production of its Annual Report and other Investor Relations related material, the development and production of the GINSMS Annual General Meeting, and the revamping and updating of the GINSMS website.

Mr. Jonathan Lai, the Chairman of the Corporation stated: “We are pleased to work with this Group and are confident that this association will help investors get better acquainted with the Corporation and its potential as one of only two licensed IOSMS operators in Hong Kong. In business since 2002, we are intent on benefiting from our strategic presence in of the most high-growth regions of the world and it is important for us that investors and the financial community clearly understand that.”

Caution Regarding Forward-Looking Information

Certain information included in this press release may constitute forward-looking statements. Forward-looking statements generally can be identified by the use of terms such as “may”, “could”, “will”, “expect”, “intend”, “estimate”, “anticipate”, “believe” or “continue” or the negative thereof or variations thereon or similar terminology. Forward-looking statements, by their very nature, involve significant risks, uncertainties and assumptions. A number of factors could cause actual results to differ materially from the results discussed in

the forward-looking statements, including, without limitation, the risks factors discussed in the section entitled “Risk Factors” in GINSMS’s long form prospectus dated November 12, 2009 which is available under GINSMS’ profile on SEDAR at www.sedar.com. Although the forward-looking statements contained herein are based upon what management believes to be reasonable assumptions, GINSMS cannot assure the reader that actual results will be consistent with these forward-looking statements. These assumptions are further described in GINSMS’ management discussion & analysis for the three and nine month periods ended December 31, 2009, which is also available on SEDAR at www.sedar.com. These forward looking statements are made as of the date hereof and GINSMS assumes no obligation to update or revise them to reflect new events or circumstances except as may be required by law. Accordingly, readers should not place undue reliance on the forward-looking statements.

About GINSMS

GINSMS owns 100% of GIN International Ltd., a technology company focused on providing inter-operator short messaging services to mobile telecom operators in Hong Kong. GINSMS’s stated business objective is to become a leading short messaging service (“SMS”) and data hubbing service provider to mobile network operators in Hong Kong and China and to establish an international SMS and value added services business.

For further information, please contact:

GINSMS Inc.

Raymond Richard

Corporate Secretary

Tel: 450-466-2921