

Upside offers free texting in Rita's path

September 23 2005

Upside Wireless Friday offered free text messaging for wireless customers in the path of Hurricane Rita.

Texting is seen by wireless companies as a prudent means of communicating during and immediately after the storm because it requires far less time on often-overburdened cell networks than a voice conversation. It also helps conserve the phone's battery in areas where there is no power for charging.

Upside CEO Branko Zurkovic said in a release that texting proved to be very useful during Katrina and following last year's deadly tsunami in Asia.

The offer will be good for a week and applies to text-message customers in areas of Texas and Louisiana.

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