



callgenie For Immediate Release

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CALL GENIE COMPLETES ACQUISITION OF VOODOOVOX, INC.

Toronto, Ontario – January 9, 2012 - Call Genie Inc. ("Call Genie") (TSX: **GNE**) is pleased to announce that it has completed its acquisition of the assets of VoodooVox, Inc. ("VoodooVox"), a US-based data analytics and mobile advertising network. As a result, Call Genie intends to create new and innovative product and service offerings, generate new sales opportunities, and extend further into the rapidly expanding mobile advertising market.

VoodooVox provides real-time demographic information on phone calls and mobile ad traffic. Working with its own proprietary information and data provided by third party aggregators, VoodooVox enables companies to gain valuable insight into their call volume and mobile game/application activity.

It is the intent of the Company to rename itself as VoodooVox Inc. subject to final regulatory approval. As consideration for the transaction, the Company issued 11,250,000 Common Shares of Call Genie to shareholders of VoodooVox Inc., and agreed to pay an additional \$1,800,000 in cash over a period of time from positive Call Genie net income.

About Call Genie Inc.

Call Genie is a leading global solutions provider in mobile local search and mobile digital interactive advertising. Call Genie enables traditional industries to move to new business models that support the connection of mobile consumers and local merchants. Solutions provided include search and advertising serving technology and services that utilize advanced wireless networks as well as the mobile internet to enable a "mobile ecosystem" that encompasses advertisers, service providers (e.g., internet yellow pages, carriers, network broadcasters) and mobile users. Currently, Call Genie solutions are deployed in 12 countries around the world. www.callgenie.com.



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For More Information

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Certain statements included in this News Release are not historical facts, but rather are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "hope", "plan", "continue", "estimate", "expect", "may", "will", "intend", "could", "might", "should", "scheduled", "believe" and similar expressions. The forward-looking information set out in this news release includes statements concerning the Company's acquisition of the assets of VoodooVox, Inc. such as the expectation that this acquisition will create new and innovative product and service offerings, generate new sales opportunities, and allow Call Genie to extend further into the rapidly expanding mobile advertising market.

Forward-looking statements are based upon the opinions, expectations and estimates of management and, in some cases, information received from or disseminated by third parties, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or outcomes to differ materially from those anticipated or implied by such forward-looking statements. Generally, these factors include such things as the Company's current stage of development, the lack of a corporate track record with respect to the generation of revenues from performance-based arrangements with customers, the Company's reliance on third parties and third party technology, the existence of competition, the availability of external financing, the inherent risks associated with research and development activities and commercialization of emerging technologies (such as lack of market acceptance), timing of execution of various elements of the Company's business plan, the availability of human resources, the emergence of competing business models, and new laws (domestic or foreign). In respect of the expectation that this acquisition will create new and innovative product and service offerings, generate new sales opportunities, and allow Call Genie to extend further into the rapidly expanding mobile advertising market those risks, uncertainties and factors include, but are not limited to, such things as lack of acceptance by customers, management's estimates of project requirements being incorrect, unavailability of suitable internal resources, risks associated with the integration of the two company's technologies, a lack of advertising sources for integration into the platform, and management's understanding of the competitive and regulatory environment being incorrect. Accordingly, readers should not place undue reliance upon the forward-looking information contained herein and the forward-looking statements contained in this News Release.

The forward-looking information summarized above is based upon various assumptions and factors, including management's estimates of project opportunities, progress made to date in the deployment of Call Genie and VoodooVox, Inc. technologies, estimations of additional time required to complete the implementation and the availability of resources to complete the activities.

Call Genie Inc. does not assume responsibility for the accuracy and completeness of the forward-looking statements set out in this News Release and, subject to applicable securities laws, does not undertake any obligation to publicly revise such forward-looking statements to reflect subsequent events or circumstances. Call Genie Inc.'s forward-looking statements are expressly qualified in their entirety by this cautionary statement. Additional information relating to various risk factors to which Call Genie is exposed in the conduct of its business (and which may affect the expectations or outcomes reflected in the forward-looking statements contained in this News Release) are described in the Company's interim MD&A for the quarter ended September 30, 2011, which has been filed with certain securities regulatory authorities in Canada and is available through SEDAR, at www.sedar.com.

The TSX Exchange has neither approved nor disapproved the contents of this news release.