

VOODOOVOX INC. COMMENCES TRADING ON TSX UNDER SYMBOL “VVX”

Toronto, Ontario – January 17, 2012 - VoodooVox Inc. (“VoodooVox” or the “Company”), formerly Call Genie Inc. (TSX: GNE), is pleased to announce that it will begin trading this morning on the Toronto Stock Exchange under the symbol “VVX” (TSX: VVX). VoodooVox represents the combined assets and knowledge base of three companies, namely Call Genie Inc., UpSnap Services, LLC and VoodooVox, Inc. Shareholders in the new company include Goldman Sachs, SoftBank Capital, Steamboat Ventures (Disney), Apax Partners, Berkshire Capital, Front Street Capital and AGF Management.

The mission of the Company is to provide smarter mobile advertising services to Publishers, Advertisers and Operators in “the fastest growing advertising medium on the planet” (BIA Kelsey – January 5, 2012). “We have assembled all the critical pieces to become the smarter mobile advertising company,” said Michael Durance, CEO of VoodooVox. “Our ability to capture the mobile consumer with a specific need and marry them with advertisers/merchants is distinctive within the mobile advertising space. Our analytics capability allows us to improve targeting and optimize returns.”

VoodooVox now processes billions of advertising transactions for a marquee list of global clients and partners. The Company expects to continue its growth in 2012 which management is looking to accelerate through additional acquisitions. “Michael has embarked on a great consolidation strategy,” says J. Scott Hamilton, formerly President/CEO of VoodooVox, Inc. and now GM of Data Analytics for the Company. “We have a tremendous opportunity to leverage our analytics platform in the mobile advertising space for the benefit of both publishers and advertisers, and we are excited to be a part of this new company.”

VoodooVox will begin to trade immediately on the Toronto Stock Exchange under the symbol “VVX”. The Company has established an investor relations team to execute on a campaign to communicate its message and value proposition to existing and prospective North American shareholders. Further information about the Company can be obtained at www.voodoovox.com.



For More Information

Alex Blodgett
403.410.6875
alex.blodgett@voodoovox.com

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 expectation of continued growth in 2012.

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 the Company will continue its growth in 2012, 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, a lack of external funding sources and capital, 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.

