

VOODOOVOX INC. CONTRACTS WITH MAJOR DANISH TELCO PROVIDER

Toronto, Ontario – January 25, 2012 - VoodooVox Inc. (“VoodooVox” or the “Company”), (TSX: **VVX**) is pleased to announce that it has entered into a contract and new relationship with Telia Danmark. Telia Danmark is a communications service provider, offering wholesale telephony, transmission, data and Internet products to Danish consumers and businesses.

VoodooVox has developed a data cleansing, verification and enhancement software module for Telia Danmark that will allow them to provide enhanced, accurate listings data to their customers. Further, during the data extraction, transformation and load process, the software will identify data abnormalities that will be recorded and reported for manual reconciliation and re-queuing by Telia Danmark staff. The new system is designed to input, “cleanse” and output 12 million listing per day for distribution to multiple downstream recipients.

The contract provides that VoodooVox will receive an implementation fee and annual on-going licensing fees.

<http://telia.dk/omtelia/kontakt/wholesale/english/>

About VoodooVox Inc.

VoodooVox uses consumer analytics to provide smarter mobile advertising services via the cloud to publishers, advertisers and operators. VoodooVox, which represents the combined assets and knowledge base of three companies, namely Call Genie Inc., UpSnap Services, LLC and VoodooVox, now processes billions of advertising transactions for a marquee list of global clients and partners. Currently, VoodooVox solutions are deployed in 12 countries around the world.

www.voodoovox.com.

For More Information

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



news release.

