

**VOODOOVOX INC. ANNOUNCES CONTRACT WITH ONLINE DEAL
PLATFORM PROVIDER**

Toronto, Ontario – February 2, 2012 - VoodooVox Inc. (“VoodooVox” or the “Company”), (TSX: **VVX**) is pleased to announce that it has entered into a contract with pluriME International Inc. (“pluriME”) to develop and execute on advertising campaigns designed to drive users to pluriME’s new online deals platform called pluriDEAL.

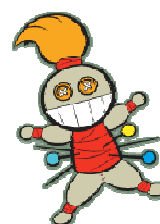
pluriME provides a complete platform of business, and sales and marketing solutions to small and medium sized businesses. The pluriME platform is expected to allow businesses to quickly and profitably deploy a variety of e-commerce offerings to their customer base.

pluriDEAL is an online “best deals” marketing and advertising service that offers merchants a low cost, low risk approach to attracting and retaining new customers. pluriDEAL.com will feature i) local deals consisting of a wide variety of local merchant service offerings at 40-80% discounts (e.g., restaurants, spas, fitness, recreational and home & garden services); ii) online deals consisting of a wide variety of products that can be easily and affordably shipped worldwide; iii) getaway deals (e.g., vacation destinations, holiday packages and hotel discounts); and iv) competition-based deals designed to attract consumers to the website.

VoodooVox has entered into a contract whereby it will use its ad network and solutions to develop and execute on advertising campaigns designed to attract consumers to the pluriDEAL website to purchase items and participate in the “competitions”.

“The exclusive relationship with pluriME is an excellent opportunity for VoodooVox to showcase our advertising network’s global reach,” according to Michael Durance, CEO of VoodooVox. “Mobile campaigns will be a key part of pluriDEAL’s marketing initiative and our VoodooVox Analytics platform will allow us to profile those most interested in accessing and taking advantage of local and online deals.”

The contract with pluriME is for one year with a series of automatic renewal options. VoodooVox will be principally compensated through a revenue sharing arrangement whereby gross margins generated by pluriME on the sale of individual products and services will be shared with VoodooVox. VoodooVox will be the exclusive distribution channel for pluriDEAL on mobile phones in North America and will partner with local channels globally.





For Immediate Release



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.

