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**CONSUMERS ON-CALL: BROUGHT TO YOU BY VOODOOVOX and
ESPACIOS MEDIA LLC**

**VoodooVox and Espacios Media LLC Join Forces to Commercialize Hispanic Direct
Response Market**

Toronto, Ontario – April 26, 2012 - VoodooVox Inc. ("VoodooVox" or the "Company"), (TSX: VVX) is pleased to announce that it has teamed up with Espacios Media LLC, a Miami-based media representation company to bring direct response marketers a cost efficient, quality lead generation platform that addresses the Hispanic marketplace. Together, both companies are changing the way that ads are served to consumers as well as the way advertisers pay to attain those consumers.

VoodooVox's InCall Media platform allows advertisers to have campaigns similar to Internet ads, the main difference being audio vs. text. The technology allows audio ads to be heard by people using their mobile phones in the USA.

Espacios Media, headed by CEO and president Joe Del Cueto, became familiar with VoodooVox's innovative technology several years back when sister company, DMG Solutions, used it to supplement a client's direct response campaign. According to Del Cueto, "the reach and results were amazing... If VoodooVox were a radio station, it would be the largest radio station in the world". The most impressive features to note include: (1) the prodigious 250mm database of consumers, (2) the ability to micro target demographics, and (3) sophisticated campaign management tools. Using VoodooVox helped Del Cueto's team bring their client's call center more than 1,000 quality leads per day.

This new agreement between VoodooVox and Espacios Media will ultimately benefit advertisers in the direct response market the most. All campaigns are tailored, managed and optimized for clients at a pre-paid expense. Much like how many Internet sites use a CPC (cost per click) model, Espacios Media uses Cost per Call, meaning no hassle and no hidden costs. "In an economy where advertisers are looking for better performance from their ad



budgets,” according to Michael Durance, CEO of VoodooVox, “V VX and Espacios Media recognized a need in the market and combined core competencies to better focus on the Hispanic market with Mobile Pay-per-call campaigns.”

Espacios Media LLC was founded in 2006 to serve companies looking to reach the Hispanic community in a cost effective manner.

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 11 countries around the world. www.voodoovox.com.

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

