

This press release does not constitute and the subject matter hereof is not, an offer for sale or a solicitation of an offer to buy, in the United States or to any "U.S Person" (as such term is defined in Regulation S under the U.S. Securities Act of 1933, as amended (the "1933 Act")) of any equity or other securities of VoodooVox Inc. The securities of VoodooVox Inc. have not been registered under the 1933 Act and may not be offered or sold in the United States (or to a U.S. Person) absent registration under the 1933 Act or an applicable exemption from the registration requirements of the 1933 Act.

NOT FOR DISSEMINATION IN THE UNITED STATES OR FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES AND DOES NOT CONSTITUTE AN OFFER OF THE SECURITIES DESCRIBED HEREIN.

VOODOOVOX INC. EXPANDS ADVERTISING CAMPAIGNS WITH SMG TO INCLUDE CUERVO, DON JULIO AND BUCHANAN'S BRANDS

Toronto, Ontario June 27, 2012 - VoodooVox Inc. ("VoodooVox" or the "Company"), (TSX: **VVX**) is pleased to announce that it is expanding its relationship with Shopper Marketing Group, Inc. ("SMG"), a U.S.-based marketing agency that lists Ocean Spray, Gallo Family Vineyards, Weber Grills and Diageo among its clients.

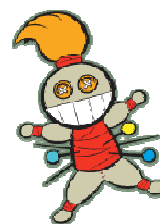
VoodooVox is currently engaged in an integrated marketing campaign with SMG by placing advertisements in California for key Diageo brands. Diageo is the world's leading spirits distributor with brands that include Crown Royal, Johnnie Walker, J&B, Baileys, Smirnoff, and Tanqueray among others.

The campaign includes mobile banner ads and click-to-call ads that connect the consumer directly with the advertiser brand with an opt-in through the VoodooVox advertising platform to offer the shopper/consumer a special incentive locally at retail.

"Our objective is to create a lasting emotional connection with the brands we are representing in reaching the hearts and minds of the shopper in a culturally-relevant manner," according to Mario Echevarria, CEO of SMG. "VoodooVox provides us with a multi-modal mobile platform that allows us the opportunity to reach the broadest audience in both a targeted and creative manner."

"Our relationship with SMG is exciting," according to Michael Durance, CEO of VoodooVox. "They have a growing blue-chip client base that they have built through creative and proven advertising campaigns, and they are constantly searching for new, innovative ways to maximize the return on their client's advertising budgets."

About Shopper Marketing Group, Inc. (SMG)



SMG is a multicultural, integrated marketing agency with its sole purpose to make a difference in the purchasing behavior of our clients' customers. SMG focuses on integrated marketing communications where an impacting message can be complemented with experiential efforts to achieve a 3-dimensional brand experience, and fully appreciate the product or service. Practically every SMG campaign requires support and synergy with retail, trade, franchisee or distributor partners as they are seen as SMG clients as well.

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.

For More Information

Alex Blodgett
403.410.6875
alex.blodgett@voodoovox.com

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

