

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 Powers Novel Telephony Offering from Univision Branded Dollar Phone Cards

Phone Cards Invite Users to Interact with Univision Network Personalities

New York, NY – JUNE 28, 2012 – Univision Communications Inc., the leading media company serving Hispanic America, has experienced strong consumer acceptance for the Dollar Phone cards branded with its hugely popular morning show “Despierta América” (Wake-Up America), which is celebrating its 15th year on the air. During its first four months on the market, more than 4 million of the Dollar Phone Despierta América cards have been purchased nationally. States driving sales include California, Texas, New York, New Jersey, Florida, Illinois, Arizona, Washington, Oregon and Colorado, to name a few.

“The response by the Hispanic community nationwide to the introduction of the Dollar Phone Despierta América cards has been nothing short of spectacular,” said Francisco Arenas, vice president, Univision Consumer Products. “We are excited about our licensing partnership with Dollar Phone and together will continue to release branded products that will bring new revenue streams to both by directly connecting with Hispanic America.”

“Dollar Phone’s partnership with Univision has afforded us the opportunity to take some of the most respected and well known brands in the Hispanic community and truly bring them to life off the screen via our integrated offerings.” said Elisha Hisiger, senior vice president, Business Development and Marketing, Dollar Phone Enterprise. “These products have resonated so well with our core consumer base and we look forward to launching many more successful ventures with Univision in the near future.”

To support the launch of the service, Dollar Phone utilized services from VoodooVox Inc. (“VoodooVox”; **TSX: VVX**) that allowed first-time users to record a question to be asked of the “Despierta América” hosts. Three questions were read on-air each week through the full run of the campaign. Lucky users who had their questions read on-air received a Dollar Phone Despierta América card worth \$150. Additionally, VoodooVox’s Smarter Mobile



Advertising platform provides real-time demographic insight on customers utilizing the Despierta América card.

On the heels of the successful introduction of the Dollar Phone Despierta América card, a special edition phone card celebrating Univision Network's sports entertainment program "República Deportiva" (Sports Republic) was launched which also used the VoodooVox platform. This promotional campaign also gave first-time callers the opportunity to record a question to be asked to Felix Fernandez, co-host of "República Deportiva." One question was read on-air each week through the end of May. Customers whose questions were read on-air received a phone card with a year's worth of calls (valued at \$10 per week for 52 weeks).

"VoodooVox allows us to deliver exciting audio content to our mobile audience," said Dollar Phone's Hisiger. "The ease with which we can deliver our content to our audience, and the understanding VoodooVox provides on who actually is hearing Univision's message is important to the success of this initiative."

"The programs by Dollar Phone and Univision clearly demonstrate the phone is a compelling marketing medium," said Michael Durance, CEO of VoodooVox. "Getting the right message at the right time to consumers is key to the success of any mobile campaign, and we are pleased to provide the technology which has helped make these campaigns such a great success."

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.

