

JFL Marketing and VoodooVox help local Boston Advertisers through Smarter Mobile Advertising

Toronto, Ontario September 18, 2012 - VoodooVox Inc. (“VoodooVox” or the “Company”), (TSX: **VVX**) is pleased to announce that JFL Marketing, the publishers of Community Connection Phone Books and Community Phonebook Company, has expanded their digital reach for their local and regional advertisers throughout the Boston metro area to the mobile advertising ecosystem through a multi-service agreement with VoodooVox. Through VoodooVox’s Mobile Advertising Services, local advertisers will have the opportunity to reach potential consumers via their mobile phones. Further, VoodooVox’s Remote Call Forwarding Lines (RCF) and Caller Analytics (CA) Services, will allow local advertisers to track calls and their mobile campaigns as well as access valuable intelligence on the demographics of those responding to their mobile ads.

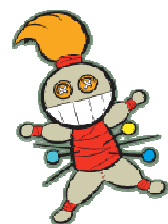
“Local mobile advertising represents a significant growth opportunity for local businesses; it is the next evolution in advertising. We know that businesses are as excited about mobile as they were about the Internet 10-15 years ago,” said Jason Capodanno, JFL Marketing’s chief operating officer. “With a partner like VoodooVox, we know we can deliver the value in mobile ads the way we deliver it in paid search, social and our printed products.”

“JFL’s expertise in knowing what local and regional advertisers want, supported by our Smarter Mobile Advertising Services, is expected to provide an excellent model for successfully migrating advertisers into mobile advertising across North America,” says Chet Chan, Chief Operating Officer of VoodooVox.

BiaKelsey, a leading marketing analysis and research firm, projects local mobile ad revenues to grow from \$1 billion in 2012 to \$3.4 billion in three short years. Companies like JFL Marketing (and others looking to partner with VoodooVox) will be able to take advantage of its Smarter Mobile Advertising network and tools, such as Caller Analytics, to deliver targeted customers to the right local advertiser.

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





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marquee list of global clients and partners. Currently, VoodooVox solutions are deployed in 11 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.

