

## **INPHONEX TO PROVIDE VOODOOVOX CALLER ANALYTICS TO ITS CUSTOMERS**

**Toronto, Ontario & Miami, Florida – September 20, 2012** - VoodooVox Inc. ("VoodooVox"), (TSX: VVX) and InPhonex.com LLC. are pleased to announce that they have entered into an agreement by which InPhonex, a leading Unified Cloud Communications provider, intends to make the VoodooVox Caller Analytics platform available to its extensive customer base. InPhonex provides its customers with an agile suite of carrier-grade telephony services for SMBs, enterprises and residential customers. VoodooVox's Caller Analytics solution will enhance InPhonex's offering with new services and benefits, which previously were only affordable to large call centers.

InPhonex's customers will now have access to VoodooVox's real-time analytics, which provides valuable insights on the caller's demographics (i.e. age band, income band, language preference, geographic information, etc...).

"Caller Analytics is a powerful tool that will give our customer base real-time actionable information on inbound/outbound call traffic to make mission-critical business decisions" said Matt Bramson, Chief Strategy Officer at InPhonex.

"InPhonex is a leader in the provisioning of telephony services for SMBs, enterprises and residential customers. Providing insightful information to their customer base through our analytics services truly demonstrates their leadership and commitment in helping their customers' bottom line," said Michael Durance, CEO of VoodooVox.

VoodooVox's Caller Analytics is priced on a per monthly subscriber basis. The service is expected to be deployed to the entire InPhonex customer base.

### **About InPhonex**

InPhonex is a full-service telephony company that provides a comprehensive suite of carrier-grade communications services, competitively priced and rapidly provisioned. Utilizing a highly-agile telephony platform, InPhonex provides services that can be used 'as is' or easily adapted to the unique needs of individuals, SMBs, enterprises, niche markets or other communications service providers.

[www.inphonex.com](http://www.inphonex.com)



### 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](http://www.voodoovox.com).

### For More Information

Alex Blodgett  
403.410.6875  
[alex.blodgett@voodoovox.com](mailto:alex.blodgett@voodoovox.com)

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

