

## **UBL Interactive and VoodooVox Help Local Businesses through Smarter Mobile Advertising**

*Service will generate customer calls on a locally-targeted basis, with intelligent data reports*

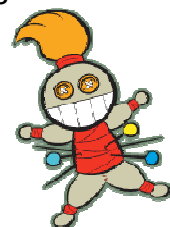
**Toronto, Ontario and Charlotte, NC – September 24, 2012** - – UBL Interactive, the parent of Universal Business Listings-- the leader in local search listings management-- is expanding its digital reach to the mobile advertising ecosystem through a multi-service agreement with VoodooVox.

Through VoodooVox's Mobile Advertising Services, local advertisers will have the opportunity to reach consumers on the go, generating new customer sales. VoodooVox's Remote Call Forwarding Lines (RCF) and Caller Analytics (CA) Services help business owners track calls and revenue from their mobile campaigns, as well as access valuable intelligence on the demographics of those responding to their mobile ads. The entire pay-for-performance program is managed through VoodooVox's InCall Media (ICMx) platform and will be offered through UBL's upcoming AdsLocal service at [www.AdsLocal.com](http://www.AdsLocal.com).

"Many of our customers are looking for cost-effective ways to drive new business to them on a highly-targeted local basis, and the phone is still the most powerful tool available," said Chris Travers, President of UBL. "Performance-based advertising is something that advertisers expect in the 21<sup>st</sup> century; with a partner like VoodooVox, we know we can deliver valuable calls to our clients and manage the performance. This is a natural extension of our local search engine optimization service."

"Our Smarter Mobile Advertising services are expected to enable UBL to execute on their plans to deliver exceptional value to their clients. Understanding and acting on the responding demographics to advertising enables advertisers to optimize their campaign ROI performance rapidly," says Mike Durance, Chief Executive Officer of VoodooVox.

Bia/Kelsey, a leading marketing analysis and research firm, projects mobile search will surpass desktop search in three years, with evidence that calls have a significantly higher customer conversion rate. VoodooVox says companies like UBL (and others looking to partner with them) 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 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).

### About UBL Interactive and Universal Business Listing

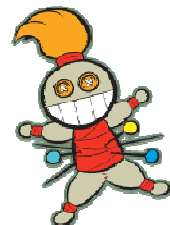
UBL Interactive, Inc. (UBLI) is based in Charlotte, NC, and operates Universal Business Listing at [www.UBL.org](http://www.UBL.org). UBL provides business identity management tools for businesses large and small, SEO providers, advertising agencies and interactive marketers to help their customers distribute their business details as a trusted source across search engines, online Yellow Pages directories, 411 directory assistance, social networks and mobile devices. The company also offers reputation monitoring tools and a variety of premium Local SEO optimization services.

### For More Information

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### Forward-Looking Statements

This news release may contain forward-looking statements. Forward-looking statements are indicated by words such as "expects," "intends," "anticipates," "believes" and similar expressions. Our ability to achieve the results anticipated in such forward-looking statements is subject to



risks and uncertainties, including, without limitation, our ability to successfully centralize and consolidate various support functions, in addition to general economic conditions, operating results, market acceptance of our solutions and other risks detailed from time to time in our reports filed with the Securities and Exchange Commission. These forward-looking statements are made in accordance with "safe harbor" provided by the Private Securities Litigation Reform Act of 1995 and no assurance can be given that the future results that are the subject of such forward-looking statements will be achieved. The Company undertakes no obligation to publicly update or revise the forward-looking statements, whether as a result of new information, future events, or otherwise.

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

