

**SEASONED TECHNOLOGIST JOINS VOODOOVOX INC. BOARD; OTHER
CHANGES COMMENSURATE WITH ACQUISITION INTEGRATION**

Toronto, Ontario – October 1, 2012 - VoodooVox Inc. (“VoodooVox” or the “Company”), (TSX: **VVX**) is pleased to announce that Micky Tsui has joined the Board of Directors.

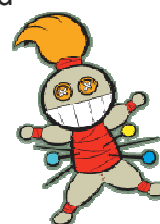
Micky Tsui founded White Horse Partners, LLC to provide management support and advice to innovative small and medium-sized applications software and communications companies in North America, and to provide business development in Asia.

Tsui has more than 30 years experience in the communications and software industries. He was most recently the senior vice president and general manager, Enterprise Solutions at Nuance Communications, Inc., managing both on-premises and hosting/SaaS businesses for speech self-service solutions for contact centers. Prior to that, he held various executive management positions with Avaya Inc., including its Unified Communications Solutions Division; the Global Communications Solutions Group; and Converged Communications Solutions Group, spanning across the full portfolio of enterprise products including collaboration, messaging, and contact centers with voice, video and data. Tsui was responsible for establishing Avaya as the global market leader in IP Telephony and increasing market share while significantly improving the operating margin of the business.

Tsui began his career with Nortel Networks in communications network planning and optimization. He held positions of increasing responsibility, including strategic planning, product management and research and development. At Nortel he was responsible for the successful launch of the Meridian line of PBXs and the development of the Meridian mail and call center products. He also initiated the Internet Access and Solutions Business, addressing the needs of enterprise and service provider markets. He was the vice president and general manager of Internet Telephony at Nortel before going to Avaya.

Tsui, who has been appointed Chairman of the Board, will fill vacancies left by Richard DeVries, previous Chairman, and Dan Gatti.

Other organization changes designed around the continued consolidation and integration of the Company’s recent acquisitions of UpSnap Services, LLC. and Vodoovox Inc. include the appointment of



Alex Pekurar, previously the Company's Controller, as CFO, replacing Chris Shelton who is departing, and the assumption by Gene Cohen and Tony Philipp of overall Operations and Sales responsibility, respectively, from Chet Chan who is departing.

"Our many thanks to Richard, Dan, Chris and Chet for their unwavering commitment, valued input and hard work," according to Michael Durance, CEO of VoodooVox. "Moving forward, we expect the changes to bring strong industry experience to the Board and significantly improved cash flow and efficiency to the business."

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

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

