

**VOODOOVOX ANNOUNCES VVX LOCAL
HYPER-LOCAL PERFORMANCE MOBILE ADVERTISING EXCHANGE**

VVX Local Enables App Developers, Mobile Web Sites, DSPs and SSPs to Maximize Revenue with Precision Locally Relevant Ads

Toronto – November 5, 2013. VoodooVox, Inc. (CSNX:VVX) (“VoodooVox”) announced today a major new product launch enabling publishers, mobile app developers and web sites the opportunity to drive revenue with hyper-local ads targeted to consumers in real-time using their location and interests, driving great conversion for SMB’s.

“By launching the VVX Local hyper-local exchange, VoodooVox will transcend existing solutions in the market and unlock a tremendous revenue opportunity for our partners,” said George Cooney, CEO, VoodooVox, Inc. “The movement of local ad spend to mobile is emerging now and we are ready to enable that transition.” BIA/Kelsey predicts “49.3% annual growth in local mobile ad spending through 2017”, with their prediction of market size reaching “\$9.1Billion market in 2017”.

The VVX Local Ad Exchange provides:

- Consumers that are ready to engage in local commerce with a local business advertiser
- Dynamic access to consumers in all mobile contexts including: Search, Display, in App, Maps, Directory, Social and Video
- Real-time Revenue Reporting Dashboard for Supply-Side-Providers (SSPs) and Demand-Side-Providers (DSPs)
- Access to Local Ads from Millions of US Small Business Advertisers

“We created VVX Local emphasizing our core values: Relevant location specific ads for the consumer, great ROI for the SMB advertiser, maximum revenue for the app developer and publisher, with transparency in reporting, with precision consumer targeting,” said Gene Cohen, CTO at VoodooVox.

“In a nutshell, VoodooVox is able to drive local commerce by connecting ready-to-engage consumers with the local merchants that serve them. We process millions of ads by leveraging 8 years of analytics technology development to precisely target the right ad to the best consumer, in the location and time that makes sense,” said George Cooney, CEO at VoodooVox.



About VoodooVox Inc.

VoodooVox is a leader in performance based mobile advertising processing billions of transactions for a marquee list of global clients, agencies, advertisers and publishers. Our full service mobile ad network and campaign management platform drive targeted consumer sales leads to national and local advertisers on a pay for performance basis through mobile PayPerCall, PayPerClick and InCallMedia using real-time campaign performance and enhanced Caller Analytics. We also provide platform services in call analytics, call tracking, and hyper local campaign targeting to a growing list of mobile ecosystem partners. Visit www.voodoovox.com for more info.

For More Information

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

