

**CALL GENIE CONTRACTS AND COMMERCIALIZES WITH MAJOR  
EUROPEAN ADVERTISING NETWORK**

**Toronto, Ontario - January 6, 2011** - Call Genie Inc. (TSX: **GNE**) today announced that it has contracted to deploy its Ad Exchange technology with one of the largest European advertising networks which will serve mobile sponsored links through its primary portal. The Ad Exchange technology commercialises the sales of targeted keywords to the advertisers, where the advertisers are able to manage their own ad campaigns through an online merchant self care facility. The Ad Exchange technology supports bidding for key words and is integrated into the client's billing systems to enable invoicing, reporting and statistic management.

The Ad Exchange technology has been successfully deployed as part of the client's mobile portal platform. The solution, hosted by Call Genie at its carrier grade data centre, has been designed to process 100 million transactions per annum to approximately 1.8 million unique visitors per month.

The client has contracted with Call Genie to include guaranteed payments from implementation services, as well as hosting fees and transaction fees based on volume realized through the application.

[About Call Genie Inc.](#)

Call Genie is a leading global solutions provider in mobile local search and mobile digital interactive advertising. Call Genie enables traditional industries to move to new business models that support the connection of mobile consumers and local merchants. Solutions provided include search and advertising serving technology and services that utilize advanced wireless networks as well as the mobile internet to enable a "mobile ecosystem" that encompasses advertisers, service providers (e.g., internet yellow pages, carriers, network broadcasters) and mobile users. Currently, Call Genie solutions are deployed in 14 countries around the world. [www.callgenie.com](http://www.callgenie.com).

[For More Information](#)

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**For Immediate Release**

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