

CALL GENIE LAUNCHES MULTI-MODAL, MULTI-EVENT TRACKING SYSTEM FOR A CLIENT'S RECENTLY ANNOUNCED PROMOTION DELIVERY SERVICE

Toronto, Ontario – April 5, 2011 - Call Genie (**TSX: GNE**) is pleased to announce that it has developed a hosted solution for a recently launched promotion delivery service providing items such as coupons.

“Call Genie’s solution will allow select Microsoft Online Services to enhance its unified tracking and reporting of merchant promotions,” according to Michael Durance, CEO of Call Genie Inc. “We are very pleased that Microsoft selected us for such an exciting project.”

Microsoft’s Online Services Division plans to utilize a component of a broader product offering developed by Call Genie in which its customers can monetize local mobile search traffic with coupons and promotions. Customers can obtain coupons and other consumer promotions through internal sources, coupon providers and advertising aggregators, and through Call Genie applications, match such promotions with local search inquiries.

Customers, together with their advertising partners and providers, can monetize the delivery of these promotions throughout the coupon’s lifecycle from activities such as searching, viewing, saving, sharing and redeeming, etc. Further, Call Genie can provide its customers with a multi-modal, multi-event hosted service for purposes of tracking, logging, summarizing, and reporting on the various actions taken by consumers with respect to such promotions.

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.



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