

**CALL GENIE AND POYNT CORPORATION ENTER INTO REVENUE SHARING  
AD EXCHANGE AGREEMENT**

**Toronto, Ontario – June 6, 2011** - Call Genie Inc. (**TSX: GNE**) is pleased to announce that it has signed an Ad Exchange Agreement with Poynt Corporation (“Poynt”; **TSX-V: PYM**) whereby Call Genie will provide mobile advertisements to Poynt for delivery using Poynt’s advertising platform.

Call Genie and Poynt have entered into a one-year agreement in which both companies will share in the gross revenues generated from advertisements served via Call Genie’s technology into Poynt’s advertising platform.

Call Genie’s Ad Exchange is a full-featured product designed to support the management of ads/offers and includes a robust and scalable ad engine, an API for retrieval of ads by fixed and mobile publications in almost any size and format, campaign management tools for publishers and ad agencies, a self-service facility for smaller advertisers, and ad event tracking facilities.

Poynt has recently acquired and is operating an advertising network that delivers relevant and contextual banner ads to mobile publishers. Call Genie will compliment this initiative by providing incremental advertisements.

“Poynt’s growth has been extremely rapid,” according to Michael Durance. “We are very pleased to be working with them by providing advertising to consumers utilizing mobile media assets.”

[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



**For Immediate Release**

(e.g., internet yellow pages, carriers, network broadcasters) and mobile users. Currently, Call Genie solutions are deployed in 12 countries around the world. [www.callgenie.com](http://www.callgenie.com).

For More Information

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