

**VOODOOVOX NAMES ALISON CALLAHAN TO NEWLY
CREATED SALES OPERATIONS ROLE**

Toronto, Ont. – July 9, 2014 – VoodooVox Inc. (CSE: VVX) ("VoodooVox" or the "Company" now doing business under the UpSnap brand), a leading provider of mobile marketing solutions, has named Alison Callahan as Director of Sales Solutions.

Ms. Callahan will be based in San Francisco, CA and will report to Greg Garrick, UpSnap Vice President of Marketing. Her primary responsibilities will center on developing strategic and innovative advertising solutions that foster client growth, renewal and satisfaction.

"We are excited to have Alison join our team. She has a proven track record of success in implementing new ideas and staying current with advertising trends," said Greg Garrick, Vice President of Marketing at UpSnap. "As we move forward with product development, it's vital to ensure that our platform and data capabilities are packaged appropriately to ensure that the Company's value proposition is presented accurately. Alison's knowledge and expertise will be instrumental in helping us achieve this and other sales solutions initiatives."

Ms. Callahan joins UpSnap with a wealth of sales and marketing experience. Most recently, she was the sales program manager for Manta. Prior to that, she worked at The Hartford and Travelers Insurance in various roles, including interactive marketing and email.

About UpSnap:

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Combining first-party proprietary data and real-time analytics, UpSnap goes beyond location to deliver site agnostic and results-driven campaigns that produce qualified, engaged customers. UpSnap tailors each campaign to align with unique business goals, delivering the right customers for more meaningful exposure and better business results.

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The CSE has not reviewed, approved or disapproved the content of this press release.

