

**VOODOOVOX INC. EXPANDS MANAGEMENT TEAM WITH NEW CEO AND BOARD MEMBER**

**Toronto, Ontario – January 7, 2013** - VoodooVox Inc. (“VoodooVox” or the “Company”), (CNSX: **VVX**) is pleased to announce that George Cooney will become the Company’s new Chief Executive Officer and a member of the Board of Directors. Michael Durance, formerly in those roles, is appointed Chief of Corporate Strategy & Development and will lead strategic initiatives including M&A, strategic relationships, and capital markets initiatives as well as work directly with the Board on setting strategic direction for the Company.

George Cooney is a recognized business leader, entrepreneur, advisor and investor in the mobile marketing, communications, and Internet technology industries with more than 30 years of experience helping build successful companies. Throughout his career, George has established a record for entrepreneurial initiative realizing growth opportunities through strategic vision and hands-on business building experience. He has recently served as a board member, advisor and venture capital investor to early stage companies with a strong focus on mobility and Internet services. Previously George served as a venture partner with Summerhill Venture I Fund and its predecessor BCE Capital Fund.

In 2002 George co-founded a venture-backed company focused on building a first generation platform for the deployment of mobile applications in Fortune 2000 enterprises. Previously, he held senior management positions at Nortel Networks spanning a 20 year career with multi-disciplinary roles in strategy, operations, finance, product marketing, and new business development. George served as a Senior Vice President responsible for Nortel’s Corporate Development and Ventures group from 1997 to 2001, where he oversaw Nortel’s direct investments and acquisition strategies with emerging technology companies, and strategic partnerships and investments with venture capital funds. George began his career at Telenet (acquired by GTE), the pioneer of the first public packet switched data network.

“I have had the opportunity to follow VoodooVox for some time,” according to George Cooney, the new CEO of VoodooVox, “and I am very impressed by the recently integrated and differentiated configuration of technology assets, its strategic progress within the rapidly expanding mobile advertising and analytics marketplace, and its recent pivot to a flexible managed services business model. We are at the very early stages of a rapidly evolving



## For Immediate Release

market and I look forward to applying my background, skill set and relationships to help accelerate its opportunity.”

“Our ability to attract an individual of George’s qualifications to the CEO position, given his experience within the mobile technology industry, the quality of his relationships, and his credibility within the capital markets speaks volumes,” according to Micky Tsui, Chairman of the Board, VoodooVox, Inc., “We are very pleased to have George join with Michael and the team at this very exciting time in the Company’s development.”

### About VoodooVox Inc.

VoodooVox uses consumer analytics to provide smarter mobile advertising services via the cloud to publishers, advertisers and operators. VoodooVox, which represents the combined assets and knowledge base of three companies, namely Call Genie Inc., UpSnap Services, LLC and VoodooVox, now processes billions of advertising transactions for a marquee list of global clients and partners. Currently, VoodooVox solutions are deployed in 11 countries around the world. [www.voodoovox.com](http://www.voodoovox.com).

### For More Information

Alex Blodgett  
403.410.6875  
[alex.blodgett@voodoovox.com](mailto:alex.blodgett@voodoovox.com)

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

