



PRESS RELEASE

Voice Commerce gives all e-businesses a 'voice' on the web

- World's first fully brandable voice integrated browser – wraps around existing website, adding another dimension to online presence
- Broadcast and 'click to talk' technologies open new markets and allow local and national companies to get ahead of the competition
- The next generation of VoIP, available now

The Voice Commerce Group today announced the launch of its latest version of WhitePhone, the next generation of VoIP technology that uses advanced voice functionality to help online businesses improve sales and customer retention. Whitephone enables any website to integrate voice services into their offering and offers a range of new technologies including...

- A white label voice enabled browser with feature rich communications functionalities – including voice mail, video mail, free PC to PC calls, and low cost calls to telephones globally
- 'CastAlive' – broadcasting of text, audio and video to opt in groups
- 'Click-to-talk' – allows end users to click to call a sales representative direct before they buy

Until now VoIP services from companies like Skype, MSN, Yahoo and Google have positioned themselves as a means of enabling free or low cost calls between friends and families. However, the Voice Commerce Group believes that the increasing availability of broadband opens up much wider opportunities to enrich the user experience than just a phone call. As President of the Voice Commerce Group, and founder of WorldPay, Nick Ogden explained:

“Our aim at Voice Commerce is to provide the tools that help build advanced e-businesses by incorporating voice into the browser and into existing web content. Online businesses will benefit from the next generation of VoIP technologies, helping them to offer new and exciting voice and video technologies to a community of end users. We are turning the Internet into a completely natural communication environment. This not only creates a richer web experience for end users but also provides the tools for brands to market to customers in a sophisticated and personalised manner. The Internet is evolving and we want to provide a more real life online experience where voice conversation is an integral part of life on the web.”

Whitephone provides local/national media groups, Internet portals, interest groups, consumer brands, educational portals and e-businesses with the tools to deploy their own branded integrated communications portal. These organisations will be able to market new forms of advertising including 'click to talk' advertising and video broadcasts (using a tool called CastAlive, also launched today). Through these next generation technologies, any online business will have the power to compete on a local or global level with companies that offer their own basic VoIP services.

“Imagine being able to offer your own branded communications service which does everything that Skype does and so much more”, continues Nick Ogden. “Through Whitephone, we offer a complete communications portal that can act as an advertising tool, communications device for your customers, a revenue generator and perhaps most importantly a customer retention vehicle. Voice enablement is now seen as the most significant growth opportunity on the Internet and voice commerce is set to transform our e-commerce experiences and change the way the Internet is used for communication, advertising, information search and retrieval.”

-Ends-

EDITORS NOTE:

Voice Commerce Group, a Jersey-based company, was established to deliver commercial applications of Voice over IP (**VoIP**) technologies. The company has customers in 200 countries around the world and has developed WhitePhone as a natural next step in online communications. The team behind Voice Commerce is led by Nick Ogden, who founded **WorldPay**, and Peter Grant, who helped him build it to become one of the leading Internet payments systems by the time it was sold to the Royal Bank of Scotland in 2002. The Group's

principal products include **WhitePhone** (www.whitephone.com), which is a brandable Internet community communications system, and **Hello**, which enables any web site to be voice-commerce enabled in a matter of minutes by embedding a link which users just click to talk to the site operator. www.voice-commerce.com

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