

## Elephant Talk Communications Inc. Expands Global Marketing Plans

SCHIPHOL, THE NETHERLANDS , 6 JULY -- Elephant Talk Communications, Inc. (ETAK.OB) spokesman Steven van der Velden predicted that ETAK will expand its global marketing plans this year and into 2011 and continue to aggressively offer a one-of-a-kind technology platform that enables it to create a virtual mobile network for any company, from a bank to a supermarket. The ETAK CEO made these comments in a recent financial radio news interview on CDTV.net, a New York City-based online financial network hosted by John Hanna (<http://www.cdtv.net/users/content/steven-van-der-velden-ceo-elephant-talk-covers-proximity-based-credit-card-fraud-detection>).

According to van der Velden, ETAK created its first customized mobile service in a credit card fraud detection system developed by ValidSoft Limited ([www.validsoft.com](http://www.validsoft.com)), its wholly-owned Irish subsidiary. The system is designed to detect fraud at ATMs and point-of-sale by verifying that the payment card transaction is occurring in proximity to a mobile phone linked to the cardholder. Its proprietary software product, VALid-POS®, performs the correlation between the origination location of a card owner's transaction and its proximity to the cell phone for domestic and cross-border transactions. ValidSoft is the only company in the software security sector that has been awarded the European Privacy Seal (a stringent certification process regarding European data privacy and protection legislation ([www.european-privacy-seal.eu/](http://www.european-privacy-seal.eu/) )

The big advantage of Elephant Talk Communications' software technology platform is that it is one integrated system, van der Velden explained in the CDTV.net news interview. ETAK's technology platform offers its business customers the ability to integrate new and existing services without having any impact on the system's connectivity for end-users. Partners, both Mobile Network Operators and Virtual Operators, can bypass their own legacy back office infrastructure, thereby dramatically lowering costs, while at the same time keeping or even improving their security levels.

The ETAK CEO told CDTV.net that his company has signed agreements with Vizzavi, part of the Vodafone Group, T-Mobile, and other global Mobile Network Operators and foresees demand for his company's technology platform to increase because the future of mobile communications will touch everything from banking to health care. He predicted that supermarkets, banks, health maintenance organizations and for example insurance companies can use ETAK's effective technology platform to maximize use of mobile virtual networks to service their own customers.

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### About ValidSoft

ValidSoft is a member of Elephant Talk Communications, Inc. (OTCBB: ETAK), and is a market leader in providing solutions to counter electronic fraud relating to card, the internet, and telephone channels. ValidSoft's solutions are at the cutting edge of the market and are used to verify the authenticity of both consumers and institutions (Mutual Authentication), and the integrity of transactions (Transaction

Verification) for the mass market, in a highly cost effective and secure manner, yet easy to use and intuitive. For more information please visit [www.validsoft.com](http://www.validsoft.com)

#### **About Elephant Talk Communications**

Elephant Talk Communications, Inc. (OTCBB: ETAK) is an international provider of business software and services to the telecommunications and financial services industry. The company enables both mobile carriers and virtual operators to offer a full suite of products, delivery platforms, support services, superior industry expertise and high quality customer service without substantial upfront investments from clients. Elephant Talk provides global telecommunication companies, mobile network operators, banks, supermarkets, consumer product companies, media firms, and other businesses a full suite of products and services that enables them to fully provide telecom services as part of their business offerings. The company offers various dynamic products that include remote health care, credit card fraud prevention, mobile internet ID security, multi-country discounted phone services, loyalty management services, and a whole range of other emerging customized mobile services. For more information visit [www.elephanttalk.com](http://www.elephanttalk.com)

#### **Forward-Looking Statements**

Certain statements contained herein constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations, estimates and projections about the Company's industry, management's beliefs and certain assumptions made by management. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Because such statements involve risks and uncertainties, the actual results and performance of the Company may differ materially from the results expressed or implied by such forward-looking statements. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. Unless otherwise required by law, the Company also disclaims any obligation to update its view of any such risks or uncertainties or to announce publicly the result of any revisions to the forward-looking statements made here; however, readers should review carefully reports or documents the Company files periodically with the Securities and Exchange Commission.

#### **Contact:**

#### **Media relations:**

ValidSoft UK Limited / Elephant Talk Communications Inc  
Miss Claire Hope, Manager, PR & Marketing  
Tel: + 44 (0)203 170 8999  
[claire.hope@validsoft.com](mailto:claire.hope@validsoft.com)

#### **Investor Relations:**

Alliance Advisors, LLC  
Thomas P. Walsh  
Tel: + 1 212-398-3486  
[twalsh@allianceadvisors.net](mailto:twalsh@allianceadvisors.net)