

Elephant Talk Announces Heads of Agreement with YOUPINIE

SCHIPHOL, the Netherlands, Jan. 28, 2009 – (PR NEWSWIRE) -- Elephant Talk Communications, Inc. (OTC Bulletin Board: ETAK), an international telecom and multimedia content distributor, announced that it has signed a Heads of Agreement contract with YOUPINIE BV, who will become a mobile virtual network operator (MVNO) in the Netherlands. As an MVNO, YOUPINIE expects to launch its product in spring 2009.

YOUPINIE will become an interactive MVNO, involving its members in surveys and other forms of feedback solutions. YOUPINIE expands online reach with the ability to communicate with its members directly through a mobile channel. YOUPINIE will process and collect information on its members in an open manner with their permission and will use the data gathered to provide its clients with relevant marketing feedback.

In addition to the services YOUPINIE delivers to its clients, selected news media sources (print, radio, television and Web) and government organizations, will be able to use YOUPINIE reports for their own purposes. YOUPINIE members will receive a share of the revenues of the company as compensation for use of their information.

Martin Zurbier, CTO of Elephant Talk stated: “We are very pleased that YOUPINIE selected our state-of-the-art MVNE Platform to achieve their marketing and communication goals. We believe that Elephant Talk is the best platform available to combine communications technology with the required marketing information analysis engine. Our inventory capabilities will give YOUPINIE the direct throughput required to act as an interactive panel with the ability to communicate anytime, anywhere with its members.”

Hans van Linschoten, CEO of YOUPINIE, replied: “Our partnership with Elephant Talk will give us the ability to expand our activities and develop a strong position in the markets where we operate. We are looking forward to launching a full range of innovative services for our clients and prospective clients utilizing the vast possibilities of a mobile network.”

About YOUPINIE

Please visit www.youpinie.nl for more information about the company and its activities.

About Elephant Talk Communications

Elephant Talk Communications is positioning itself as an international telecom operator and enabler/systems integrator to the multimedia industry by facilitating the distribution of all forms of content as well as mobile and fixed telecom services to global telecommunications consumers. The Company provides traditional telecom services, media streaming, and distribution services primarily to the business-to-business (B2B) community within the telecommunications market where it has a

presence. The Company's global footprint as a fully licensed carrier, supported by its propriety IN (Intelligent Network) and Billing/CRM (Client Relationship Management) Systems, has been designed to offer cutting-edge solutions to the increasingly competitive global multimedia industry. Elephant Talk's telecommunications platform eliminates the usual limitations caused by national borders, networks, devices or media and, therefore, enables its B2B customers to operate as independent telecom and multimedia distribution organizations. Elephant Talk is also a system integrator and developer for mobile telecom and content distribution solutions; and, as a Mobile Virtual Network Enabler (MVNE), the company has positioned itself as the premier outsourcing partner for both Mobile Network Operators (MNOs) as well as for Mobile Virtual Network Operators (MVNOs). At the same time, Elephant Talk assists its MNO partners to more efficiently provide a broad range of sophisticated services to their own existing base of MVNOs. Elephant Talk is positioning itself as the preferred MVNE partner of the larger, global Mobile Operators and currently operates sophisticated networks in over a dozen markets in Europe, Asia Pacific, and the Middle East. The Company was ranked fifth on the Orange County 2008 Deloitte Technology Fast 50. For more information, visit: 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.

For media enquiries, please contact:

YOUPINIE bv
Mr. Hans van Linschoten
Tel: +31 36 711 2628
media@youpinie.nl
www.youpinie.nl

Elephant Talk Communications, Inc
Mr. Steven van der Velden
Tel:+ 31 20 653 59 16
E-mail: info@elephanttalk.com
<http://www.elephanttalk.com>