

**VALIDSOFT TO PRESENT AT “THE FUTURE OF CARDS & PAYMENTS” CONFERENCE**  
*Company to be awarded with European Privacy Seal by EuroPriSe CEO Kirsten Bock*

LONDON, UNITED KINGDOM, 30 June, 2010: ValidSoft ([www.validsoft.com](http://www.validsoft.com)), the global supplier of authentication and transaction verification solutions and a subsidiary of Amsterdam-based Elephant Talk Communications Inc. (OTCBB: ETAK.OB; [www.elephanttalk.com](http://www.elephanttalk.com)), today announced that CEO Pat Carroll will be presenting at The Future of Cards & Payments Conference. The event will be held at Le Méridien Piccadilly, London, on the 7th and 8th July 2010 ([www.marketforce.eu.com/cards](http://www.marketforce.eu.com/cards)).

Mr Carroll will be taking part in a panel discussion on day one titled: ‘Tackling the ever-evolving landscape of card fraud’, where he will be joined by the Global Head of Fraud Operations at Barclaycard, VP risk product management at Visa Europe, and Function Leader, Strategy & Fraud Management at Co-operative Financial Services. The panel will consider topics such as convenience vs. security – balancing ease of use with customer protection, and beyond direct financial loss – what are the wider benefits of fraud prevention? The panel will also look at a cost benefit analysis to determine if there is such a thing as an ‘acceptable’ level of fraud.

Mr Carroll will continue with an advisory session titled: ‘Facing up to Fraud’, where he will discuss the role of modern telecommunications in the fight against electronic fraud and the opportunities the technology presents to financial institutions.

At the end of day one, ValidSoft will be hosting the evening reception where the company will be presented with the European Privacy Seal Award by Kirsten Bock, CEO of EuroPriSe, for its anti-fraud solution, VALid-POS®. ValidSoft is the first security software company in the world to receive the privacy seal which guarantees compliance with European data protection and privacy legislation.

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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 The Future of Cards & Payments**

With consumer credit caution, regulation and the wider economic climate all contributing to increased margin pressure in cards and payments, the challenges facing the industry are considerable. Now in its third year, The Future of Cards & Payments will bring together senior-level decision makers to discuss strategies designed to boost profit and customer value across the board. From clever approaches to marketing, through dealing with fraud, to driving efficiency throughout the business, the very best speakers will share their insights into the industry. Updates will be given on SEPA and interchange, and the implications of new regulation of consumer lending assessed. The event will also look at the state of innovation in cards and payments, bringing together speakers from the forefront of improvements in contactless and mobile payments.

For further information on the event, contact Marketforce at [conferences@marketforce.eu.com](mailto:conferences@marketforce.eu.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 <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.

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