

**Bruce W. Barren, Chairman of EMCO/Hanover Group, Appointed to Board of Directors on Elephant Talk**

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ORANGE, Calif., Jan. 28 /PRNewswire-FirstCall/ -- The Board of Directors of Elephant Talk Communications, Inc. (OTC: ETLK), a telecom and multimedia content distributor with a growing international presence, today announced the appointment of Bruce W. Barren to its Board of Directors. Mr. Barren has been elected to the Board as an Independent Director and will serve on the Audit and Finance, Compensation, and Nominating and Corporate Governance Committee of the Board.

"Mr. Barren brings to Elephant Talk multi-industry experience, including telecommunications," said Steven van der Velden, Chairman and CEO of Elephant Talk. "His expertise adds further managerial, financial and marketing capabilities to our IT and media content-management business." Mr. Barren has been involved in more than 200 businesses in media, healthcare and industrials worldwide, including locations where Elephant Talk operates. He has also acted as advisor to international companies including China, Latin America and European based concerns, in industries such as transportation, media, communication and medical bio-sciences.

Bruce Barren is currently Group Chairman of The EMCO/Hanover Group, which, since its inception in 1971, has concluded more than \$3 billion in financial transactions worldwide as international merchant bankers, representing more than 1,000 separate corporate transactions. Mr. Barren specializes in matters attendant to senior management decision process including those relating to executive/employee compensation, wrongful terminations, board representation, corporate valuations and merger/acquisition.

Mr. Barren has been honored by the White House, the Central American Parliament and the Chinese Government. Mr. Barren has received a Bachelor of Science degree from Babson College, and a Masters Degree from Bucknell University. He holds graduate certificates in International Marketing and Finance from Harvard Business School and Cambridge University.

**About Elephant Talk**

Elephant Talk Communications positions itself as an international telecom operator and enabler/systems integrator to the multi-media industry by facilitating the distribution of all forms of content and telecom services to global consumers. The company provides its 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. Elephant Talk

(www.elephanttalk.com) operates in over a dozen markets in Europe, Asia Pacific and the Middle East.

### **Forward-Looking Statements**

Note: Except for the historical information contained herein, this press release and the statements of representatives of Elephant Talk Communications, Inc. (the "Company") related thereto contain or may contain, among other things, certain forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve significant risks and uncertainties. Such statements may include, without limitation, statements with respect to the Company's plans, objectives, projections, expectations and intentions and other statements identified by words such as "projects", "may", "could", "would", "should", "believes", "expects", "anticipates", "estimates", "intends", "plans" or similar expressions. These statements are based upon the current beliefs and expectations of the Company's management and are subject to significant risks and uncertainties. The Company undertakes no duty to update these statements.

Actual results will vary, and may vary materially, from those anticipated, estimated, projected or expected for a number of reasons, including, without limitation: (i) risks and uncertainties associated with the integration of the assets and operations the Company has acquired and may acquire in the future, (ii) the Company's possible inability to raise or generate additional funds that will be necessary to continue and expand the Company's operations, (iii) the Company's potential lack of revenue growth, (iv) the Company's potential inability to add new products and services that will be necessary to generate increased sales, (v) the Company's potential lack of cash flows, (vi) the Company's potential loss of key personnel, (vii) the possibility of telecommunications rate changes and technological changes, (viii) the potential for increased competition and (ix) other unanticipated factors. Many of these risks are beyond the Company's control. Risk factors, cautionary statements and other conditions which could cause actual results to differ from management's current expectations are contained in the Company's filings with the Securities and Exchange Commission, including the section of the Company's Annual Report on Form 10-KSB, entitled "Risk Factors."

SOURCE Elephant Talk Communications, Inc.