

## **Elephant Talk Announces Agreement with 88 Telecom in the Netherlands to Serve the Chinese Market**

SCHIPHOL, The Netherlands, February 24, 2010 / Elephant Talk Communications, Inc. (OTC Bulletin Board: ETAK), an international telecom and multimedia content distributor specializing in carrier grade mobile enabling platforms, today announced that it has signed a heads of term agreement with 88 Telecom. 88 Telecom will become a mobile virtual network operator (MVNO) in The Netherlands and intends to provide a full set of telecom services to the Chinese community living in The Netherlands. 88 Telecom is affiliated with GSM-Shop, a large independent retail sales and distribution channel with strong sales via the internet and thirteen retail outlets. Both Elephant Talk and 88 Telecom believe this agreement addresses a previously untapped market.

By utilizing Elephant Talk's platform, 88 Telecom will service their customers in the Mandarin, Cantonese, English and Dutch language with various product offerings. Combined with Elephant Talk, 88 Telecom expects to expand its service offerings across Europe and Asia in the near future.

"Our sister company, GSM-Shop, is a large and rapidly growing firm that has outlet stores located throughout The Netherlands," stated Mr. Atom Zhou, Managing Director of 88 Telecom. "Of the approximately 100,000 Chinese people residing in The Netherlands we currently serve a substantial part via the GSM-Shop platform. As we noticed that there were limited services dedicated to this community, we decided to expand our services to this community by partnering with Elephant Talk. This agreement will allow us to build a superior and specialized product that will help us to meet the needs of our customers."

"Elephant Talk has several strong relationships throughout China and we have various agreements with telecom operators in China and other Asian countries which will greatly benefit the success of 88 Telecom," said Mr. Martin Zuurbier, Chief Technology Officer of Elephant Talk. "We are delighted to have been selected by GSM-Shop as the MVNE partner after an extensive selection process. We are pleased to be offering the Chinese community in the Netherlands the ability to utilize various mobile service offerings that we have developed specifically for their needs, including multimedia solutions like direct newflashes from China. We are looking forward to working with 88 Telecom using our carrier grade Mobile Platform and multi service ET BOSS CRM support system to provide multi language offerings and unique retention programs."

### **About 88 Telecom**

88 Telecom is a recently founded telecom service provider. 88 Telecom will be offering dedicated services for the Chinese community, starting in The Netherlands and

expanding to other European and Asian countries. 88 Telecom offers a unique product and will serve its customers in various languages, including Mandarin and Cantonese. Besides leveraging the resources of its affiliated retail chain GSM shop, 88 Telecom will introduce a variety of new alternative sales channels and member programs. 88 Telecom is managed by an experienced team, with significant experience in both the European telecom business and the Dutch-Chinese market. For more information: [info@88tele.com](mailto:info@88tele.com)

### **About Elephant Talk Communications**

Elephant Talk Communications is positioning itself as an international telecom operator and enabler 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 (MNO's) as well as for Mobile Virtual Network Operators (MVNO's). At the same time, ETAK assists its MNO partners to more efficiently provide a broad range of sophisticated services to their own existing base of MVNO's. ETAK 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. 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 Elephant Talk'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 Elephant Talk 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, Elephant Talk 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 Elephant Talk files periodically with the Securities and Exchange Commission.

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