

Elephant Talk Communications CEO Sees Growth in "Telco-In-A-Box" Mobile Telecom Platform Program

SCHIPHOL, THE NETHERLANDS--(August 16, 2010) - Steven van der Velden, Chief Executive Officer of Elephant Talk Communications, Inc. (OTCBB: [ETAK](#)) (www.elephanttalk.com), today stated that he expects the company's recently launched "Telco-In-A-Box" mobile telecom platform will continue to grow in popularity because businesses desire one integrated system that handles everything from billings to product bundling. "Elephant Talk's Telco-In-A-Box mobile platform is cost-effective to operate, quicker to modify or add new services, and more flexible in offering applications," van der Velden said. Elephant Talk is an international provider of business software and services to the telecommunications and financial services industries.

According to Mr. van der Velden, "Our Telco-In-A-Box has an advantage over mobile systems from other competitors. The typical mobile network operator has constructed its back office from operating systems built by often two dozen or more different vendors. These systems have to be integrated and are very difficult to manage. In contrast, Elephant Talk's Telco-In-A-Box mobile telecom platform is comprised of one integrated system. Business to business clients (such as prepaid phone companies that resell phone service, but use the towers of a mobile operator) are given a single window's interface which allows them to control pricing, billing, product bundling, customer handling, promotions and third party integrated systems like bank ATM top up, number porting and much more. With Elephant Talks's system changes can be made, tested and operational in minutes or hours versus some, which may take up to nine months in today's competing systems."

Mr. van der Velden also stated that Elephant Talk's Telco-In-A-Box system "takes away the complexities of existing mobile network platforms. As a result, the possibilities for mobile banking, marketing by retailers, remote health care and other applications will be considerable. With Near Field Communications fully integrated in our platform, mobile handsets hosted on Elephant Talk's Mobile Telecom Platform can instantly be turned into a secure payment device. Banks can use our system to spot fraudulent credit card transactions and to verify customers' identities."

"Elephant Talk's Telco-In-A-Box system will continue to open the door to mobile phones services offered by everyone from supermarkets to healthcare," predicted Mr. van der Velden. "Such services are just the tip of the iceberg of possible applications for mobile networks. With billions of mobile phones already in use, mobile networks supported by our 'Telco-In-A-Box' create new opportunities for a wide range of new business models with much more flexibility, higher security levels at a much lower cost."

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

Forward-Looking Statements

Certain statements contained herein constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may include, without limitation, statements with respect to the Company's plans and objectives, projections, expectations and intentions. 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. Additional information concerning certain risks and uncertainties that could cause actual results to differ materially from that projected or suggested is contained in the Company's filings with the Securities and Exchange Commission (SEC), copies of which are available from the SEC or may be obtained upon request from the Company.

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