

**Mobile Virtual Network Market will Grow Despite Economic Slowdown, says CEO of Elephant Talk Communications, Inc.**

**SCHIPHOL, THE NETHERLANDS, 20 July, 2010** – “The global financial slowdown will not hinder the rapid growth of the mobile virtual network,” said Steven van der Velden, CEO of Elephant Talk Communications, Inc. (OTC BB: ETAK) (<http://www.elephanttalk.com/>). Mobile Virtual Network Enablers (MVNEs), like Elephant Talk, supply the technology to Mobile Virtual Network Operators (MVNOs) to run mobile networks using spectrum and cell phone towers owned by others.”

According to van der Velden, “the total number of consumer MVNO subscribers will dramatically increase from around 93 million globally in 2006 to almost 352 million by 2012. Revenues at MVNOs will also increase from \$15 billion in 2006 to \$67 billion by 2012. These financial numbers were contained in a recent report by Juniper Research.” (<http://lifestyletom.com/path/rao10925686396ros/roin59012169533>)

“One reason for the rapid growth,” says van der Velden “is the increasing desire of companies to reach and service their customers through their mobile phones. Supermarkets and retailers are beginning to send coupons and promotions to customers’ cell phones. Banks are offering the ability to manage accounts from smart phones. And doctors are expected to track, monitor and advise their patients through mobile handsets,” says van der Velden.

“This rapid expansion of mobile network services brings a major opportunity for Elephant Talk,” adds van der Velden. The company has two big advantages over many of its competitors. Most virtual mobile operators are using hardware and software accumulated over the years from many vendors. It’s an expensive challenge to make the various systems work together or to implement upgrades and new services.

Elephant Talk’s technology, in contrast, is one integrated system. The company owns the source code for all the underlying software, eliminating the problem of making pieces from different vendors work together. “We can reduce the costs of operating mobile networks and make changes in the network in hours rather than months,” says van der Velden.

Elephant Talk’s other advantage is that “our platform makes it easier to introduce new premium services, for which the company can charge higher prices,” van der Velden adds. As the business of virtual mobile networks grows, basic ‘dumb’ cell phone service will increasingly become a commodity—and “the big opportunity for profits will come from making networks smarter,” van der Velden explains. That’s why Elephant Talk is offering such premium services as credit card fraud detection and voiceprint authentication. “Our vision is that the mobile handset will increasingly become people’s window into the digital world,” says van der Velden. “We believe Elephant Talk’s technology will make this possible.”

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## **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](http://www.elephanttalk.com)

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