

ValidSoft Awarded European Privacy Seal by Kirsten Bock, Head of EuroPriSe

LONDON, UNITED KINGDOM, 13 July, 2010: ValidSoft (www.validsoft.com), the global supplier of card and electronic fraud prevention solutions and a subsidiary of Elephant Talk Communications Inc. (OTCBB:ETAK) (www.elephanttalk.com), was officially presented the European Privacy Seal by Kirsten Bock, Head of EuroPriSe (www.european-privacy-seal.eu), last week at The Future of Cards & Payments Conference in London.

ValidSoft has been granted the European Privacy Seal in regards to its anti-fraud technology software, VALid-POS®, which is designed to detect and prevent card related fraud, a global multibillion dollar problem for financial institutions. The privacy seal certifies compliance with European data protection and data privacy legislation regulations. ValidSoft is the first security software company in the world to receive the privacy seal.

Kirsten Bock, Head of EuroPriSe, presented the award: “The European Privacy Seal certifies compliance with the most demanding European data protection regulations. I am very proud that ValidSoft has taken the step to be one of the first companies to go through this rigorous process; they really have earned the seal.”



Kirsten Bock, Head of EuroPriSe presenting Pat Carroll, CEO of ValidSoft with the European Privacy Seal

Pat Carroll, CEO of ValidSoft accepted the award on behalf of the company: “ValidSoft is the only security software company in the world to be awarded the European Privacy Seal. Receiving the European Privacy Seal is an immense achievement and ensures that our solution is in full compliance with European Union Data Protection and Data Privacy legislation. This is crucial as it means that banks and mobile network operators can have total confidence that the privacy and anonymity of their customers is fully protected. We believe that the Seal is a condition precedent for the legitimate operation of this service and will become mandated by banks, governments and mobile network operators.”

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

About EuroPriSe

EuroPriSe is an initiative led by the Unabhängiges Landeszentrum fuer Datenschutz (Independent Centre for Privacy Protection, ULD), Germany. EuroPriSe was funded with 1.3 million Euro by the European Commission's eTEN program. The EuroPriSe project consortium led by ULD included partners from eight European countries: the data protection authorities from Madrid (Agencia de Protección de Datos de la Comunidad de Madrid, APDCM), and France (Commission Nationale de l'Informatique et de Libertés, CNIL), the Austrian Academy of Science, London Metropolitan University from the UK, Borking Consultancy from the Netherlands, Ernst and Young AB from Sweden, TÜV Informationstechnik GmbH from Germany, and VaF s.r.o. from Slovakia. For more information please visit: www.europeanprivacy-seal.eu

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. 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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