

VOPIUM ENABLES SONOMIO CUSTOMERS TO CALL GLOBAL AT BETTER-THAN-SKYPE PRICES

Danes can now call around the world at the lowest prices - directly from their mobile with Vopium Sonomio partnership

Copenhagen, August 30, 2011; [Vopium](#), a leading innovator in mobile global communications, has partnered with [Sonomio](#), a Danish mobile service provider, to provide international calling directly from your mobile phone that not only beats Skype in price, but simplicity too – no Wi-Fi connection needed.

As part of a reseller partnership between the two companies, Sonomio customers can now download from the Sonomio website Vopium’s free mobile VoIP calling app as well as take advantage of Vopium international call plans and pay as you go call credits. The two companies will split revenue as per the reseller agreement.

Vopium mobile to mobile international call prices are significantly lower than Skype to a majority of countries including favorite Danish calling corridors like Germany, Norway, UK, Turkey and Pakistan with a slight difference in others like the USA.

Importantly, with the Vopium Sonomio solution, mobile users do not need a Wi-Fi connection to place the call as with Skype or other mobile VoIP providers. They can however if they choose, take advantage of a Wi-Fi connection with the solution and in fact, call fellow Vopium Sonomio users free if both parties are on Wi-Fi.

At present, Sonomio provides primarily domestic calling services to its Danish subscribers. Teaming up with Vopium will now enable Sonomio to offer global calling to its customers at rates that are not only lower than Skype, but a majority of calling cards and Danish telcos as well.

“Sonomio is very excited to be teaming up with Vopium. The partnership enables Sonomio customers to call around the world from their mobiles at the lowest prices with no hidden costs. Vopium’s easy to use, low cost global calling solutions complement our goal at Sonomio to deliver cost effective mobile services that are straightforward and simple to understand,” says Annette Buus, administrative director of Sonomio.

Mobile to mobile call price comparison Vopium/Sonomio, Skype and Denmark’s two largest mobile service providers

Denmark call to:	Vopium/Sonomio	Skype	Danish mobile carrier A	Danish mobile carrier B
Germany	1,16 + 0.50 kr/min*	1,77 kr/min + 0,33**	4,95 kr/min***	3,88 kr/min
Norway	1,03 + 0.50 kr min*	1,53 kr/min + 0,33**	4,95 kr/min***	2,50 kr/min
UK	0,94 + 0.50 kr/min*	1,80 kr/min + 0,33**	5,95 kr/min***	3,88 kr/min
Turkey	0,51 + 0.50 kr/min*	1,19 kr/min + 0,33**	5,95 kr/min***	5,25 kr/min
Pakistan	0,43 + 0.50 kr/min*	0,87 kr/min + 0,33**	13,95 kr/min***	16,38 kr/min
USA	0,17 + 0.50 kr/min*	0,16 kr/min + 0,33**	3,95 kr/min***	4,38 kr/min

Prices:

*Vopium price + Sonomio 5hr subscription price - **NB!** Sonomio price per minute rates are considerably lower with their larger calling packages = much lower cost/minute then illustrated

** Skype price + Skype connection fee

*** International call price per minute + mobile call/min charged by DK carrier A

Both Sonomio and Vopium offer subscription-based and pre paid call plans, so customers always know beforehand how big, or small in this case, their phone bills are. Likewise, because Sonomio customers pay a fixed price based on the hours they choose to use per month, when they do make a global call with Vopium, the time spent on the international call is counted as part of their Sonomio subscription. In this way, their present subscription now covers both the minutes they use locally as well as on international calls, so they end up only paying in essence, Vopium international rates for the global call.

“Our partnership with Sonomio gives Vopium a terrific channel to deliver our low cost calling services to more people. Sonomio’s dedication to providing superior service at the best prices matches our vision and demonstrates the value Vopium’s mobile VoIP calling solution brings to mobile service providers and their customers,” says Tanveer Sharif, CEO at Vopium.

About Vopium

Vopium means mobile phone calls without borders. We enable customers to make affordable international mobile phone calls to family, friends and business partners anywhere, anytime. Our downloadable phone app takes advantage of both VoIP and GSM technologies to enable global calling that feels, sounds and costs like a local phone call. Vopium works on over 900 different mobile phone models - from the latest smartphone to traditional mobile phones.

With over one million users in 46 countries, Vopium powers reliable, cost effective mobile communications around the world. Vopium is listed on the NYSE Euronext Paris Exchange. For more information, please visit <http://www.vopium.com>