

VOODOOVOX ANNOUNCES NAME CHANGE TO UPSNAP

Toronto, Ont. – July 22, 2014 – VoodooVox Inc. (CSE: VVX) (the “Company” or “UpSnap”), a leading provider of mobile marketing solutions, announces that effective July 21, 2014, the Company will change its name to UpSnap, Inc. At its annual shareholders’ meeting held on June 27, 2014, the Company received shareholder approval for the amendment of its name from VoodooVox Inc. to UpSnap, Inc. as part of a move to reflect its expanded business focus.

In conjunction with the name change, the Company also announces that effective July 24, 2014, it will change its trading symbol from “VVX” to “UP”. The Company will continue to trade on the Canadian Stock Exchange (the “CSE”) under the symbol “VVX” until July 24, 2014.

“With significant improvements we recently made to our business and revenue model, we found it important to choose a new name that better defines our vision for the Company,” said Bruce Howard, CEO.

About UpSnap:

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Combining first-party proprietary data and real-time analytics, UpSnap goes beyond location to deliver site agnostic and results-driven campaigns that produce qualified, engaged customers. UpSnap tailors each campaign to align with unique business goals, delivering the right customers for more meaningful exposure and better business results.

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The CSE has not reviewed, approved or disapproved the content of this press release.