

AUSTRALIAN STOCK EXCHANGE RELEASE

**TELCOS AND VOIP PROVIDERS TO LICENSE FRESHTEL'S MOBILE VOIP APPLICATION**

***Freshtel enables low cost calls globally from your mobile phone***

***Melbourne, Australia, Tuesday, 3 March 2009:*** Telecommunications network operators can now offer their customers access to VoIP calls from their mobile handset with Freshtel Holdings (ASX:FRE) announcing today that it has released a Mobile VoIP application which can be licensed for use on 3<sup>rd</sup> party networks.

It is simple; once a customer has a Wi Fi compatible mobile phone, calls will be automatically routed through the home or office WiFi network rather than the Telco's 3G infrastructure. This is seamless to the customer offering one telephone number for voice and messaging and potentially one bill.

This new application provides Freshtel with an additional revenue stream as well as tapping into the lucrative global licensing market by charging a license fee per user and fees for customisation.

Rhonda O'Donnell, CEO of Freshtel said the rationale for developing the technology for third parties was to offer this powerful functionality to telecommunication providers globally enabling these third parties to offer their customers a quality mobile VoIP or Fixed Mobile Convergence (FMC) using Freshtel's patented technology.

The migration of users globally from fixed landlines to mobile phones as their sole device is growing exponentially and 'with an estimated uptake of 255m mobile VoIP users by 2012\*', the potential market for mobile VoIP is enormous.

The application also has huge potential in emerging markets providing a viable alternative to cellular network extensions for 'coverage gaps' in places such as China and India.

"When we exhibited Freshtel's retail MobileLink service at the major tradeshows overseas last year, attracting amazing interest from other network operators, we weren't in a position to offer the technology for use on third party networks, but saw a market for such technology, so we've developed this new version of our mobile solution that will work on all compatible networks.

"Our mobile application has the ability to integrate with global VoIP providers, and we can sub-license the technology to specialist software licensing companies. One of the key selling points for Freshtel's technology is that we offer an automated set up and configuration which other providers would have to invest significantly to develop.

“In a further exciting development, the Freshtel Mobilelink iPhone application is in testing, due for release shortly and we have made ground on the Android and Windows Mobile platforms. These further platforms will enhance the existing Nokia Symbian 60 platform and our effort to support the most popular handsets in the market,” said Ms O’Donnell.

-ENDS-

\* Dean Bublely, Disruptive Analysis, Evolution of Mobile VoIP report, November 2007

<http://www.disruptive-analysis.com/voipo3g.htm>

### **About Freshtel Holdings**

Freshtel Holdings Limited (ASX:FRE) is an Australian internet telephone technology company that develops and markets VoIP telephony products and services. Freshtel Holdings Limited offers end-to-end white label VoIP solutions to wholesale customers globally through its wholly owned subsidiaries, Voicedot Networks and Virbiage and has a direct-to-market retail channel through Freshtel’s retail site.

Freshtel Holdings: [www.freshtelholdings.com](http://www.freshtelholdings.com)

Voicedot Networks: [www.voicedot.com](http://www.voicedot.com)

Freshtel retail: [www.freshtel.net](http://www.freshtel.net)

### **For further information please contact:**

#### **Investor Relations:**

Rebecca Wilson  
IR – Buchan Consulting  
Ph: +61 3 9866 4722 / 0417 382 391  
E: [rwilson@bcg.com.au](mailto:rwilson@bcg.com.au)

#### **Media Enquiries:**

Kyahn Timms  
Media Consultant to Freshtel – Buchan  
Ph: +61 3 9866 4722 / 040 101 8828  
E: [ktimms@bcg.com.au](mailto:ktimms@bcg.com.au)

#### **Sales Enquiries**

Scott Conley  
Sales & Marketing Manager – Freshtel Holdings  
Ph: +61 3 9095 2000 / 0406 425 632  
E: [scott.conley@freshtel.net](mailto:scott.conley@freshtel.net)