



PRESS RELEASE

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**VoiceBox Technologies Appoints Victor Melfi Jr. as Chief Strategy Officer
and Senior Vice President of Voice Services**

Melfi to Oversee Corporate Strategy and Consumer-Facing Product Group

Bellevue, Wash.—(Dec. 6)—VoiceBox® Technologies Inc., the conversational voice search pioneer, today announced the appointment of Victor Melfi Jr. to the newly created roles of chief strategy officer (CSO) and senior vice president (SVP) of Voice Services.

In his dual responsibilities, Melfi will oversee VoiceBox corporate strategy, and will also build and lead the company's consumer-facing product group, initially focused on voice services. VoiceBox is currently developing conversational voice search technology for mobile devices, automotive, personal navigation devices, digital home and VoIP markets.

"I jumped at the opportunity to help strengthen and expand VoiceBox's leadership in the voice search market," said Victor Melfi, CSO and SVP of VoiceBox. "By solving the problem of the mobile device interface, Voicebox enables us to finally turn all the talk of mobile applications and advertising into a profitable reality. If consumers are to buy into the vision of mobile access to

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content and apps, they have to be able to use them, let alone find them. It's rare to have the opportunity to move an industry vision forward, and I look forward to doing just that."

"Victor is a proven leader and will be instrumental in strengthening and expanding VoiceBox's business development," said Mike Kennewick, chairman and CEO of VoiceBox. "Victor's deep knowledge of corporate strategy and voice services will be invaluable in helping VoiceBox continue its growth in emerging markets."

Previously, Melfi served as CSO of InfoSpace and has done extensive technology strategy consulting for the CEOs of many of the world's leading technology companies. In addition, Melfi has extensive professional expertise in technology strategy, direct marketing and advertising. He was in the Strategy and Media practice in the New York office of Booz-Allen and Hamilton, after which he oversaw the re-engineering of the Global Promotion, Selection and Analytics business and systems at Reader's Digest Inc. He also led a successful 1997 IPO of Multiple Zones as CEO, and subsequently led and sold two other technology companies.

About VoiceBox Technologies

VoiceBox develops Conversational Voice Search™ software, offering a best-in-class voice user experience for searching and accessing digital content that takes full advantage of broadband, wired and wireless networks. VoiceBox merges speech expertise with deep information management experience to create innovative voice search solutions. Incorporated in 2001, the privately held company's patent-pending Voice Search processes are applied across telematics and infotainment, music and entertainment, navigation, mobile and VoIP markets. Visit www.voicebox.com.



Victor Melfi Jr., chief strategy officer and senior vice president of Voice Services

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