



For Immediate Release

Simple Mobile Selects Vinculum Communications' Best-of-Breed VoIP Platform to Manage and Transport Its International Long Distance Calling Services

San Diego, Calif. – November 15, 2009 – Vinculum Communications, Inc., a global provider of wholesale, business and residential IP communications services, has been selected by mobile virtual network operator (MVNO), Simple Mobile™, to manage its international long distance (ILD) calling services.

Simple Mobile is a MVNO partner that provides competitive flat rate unlimited talk, text plans with additional web service to wireless consumers across the nation through its recently launched Simple Mobile brand.

Under the terms of the agreement, Vinculum will provide the underlying infrastructure to support the termination of Simple Mobile's International Long distance traffic. By leveraging Vinculum's VoIP platform, Simple Mobile will enjoy reduced transport costs, significant back office productivity and high network reliability and quality of service.

"I am very pleased that Simple Mobile has chosen us to be their technology partner," said Scott Goodwin, President and CEO of Vinculum. "Our global reach combined with our flat rate ILD pricing fits perfectly with Simple Mobile's flat rate wireless strategy, and as an MVNO, Simple Mobile adds a new dimension to our retail strategy."

The white label agreement between Vinculum and Simple Mobile demonstrates the continuing trend of mobile convergence in the business and residential consumer marketplace, and it highlights a key strategic benefit of a MVNO/VoIP provider partnership in competing for ILD consumers and their minutes.

As the needs of wireless subscribers continue to extend beyond their domestic geographic boundaries, service providers will increasingly seek to enhance their value proposition to this growing community. For MVNOs, a VoIP approach to international calling services becomes a seamless extension to their existing operating methodology. Capitalizing on the capabilities of a VoIP partner increases ILD subscriber take rates through substantially lower pricing, while significantly improving their cost profile associated with delivering these services.

From the VoIP provider's perspective, the MVNO represents a new customer segment creating a new revenue stream and increased network utilization, which optimizes the company's profitability – VoIP operators are able to add incredibly large amounts of traffic onto their network with very little additional capital and expense and, importantly, without compromising the quality of service. Additionally, as a VoIP provider significantly increases the amount of international traffic that it carries on its network, other communications carriers seek to offer to the VoIP provider new or additional routes in order to operate and compete more effectively with their peer companies.

About Vinculum Communications

Vinculum Communications, Inc. is a leading, global provider of wholesale and retail IP communications services. Vinculum owns and operates a best-of-breed voice over IP (VoIP) network and provides origination and termination services to telecommunications carriers, a full suite of IP communications services to small and medium size business customers and VoIP calling services to residential consumers worldwide. Vinculum is headquartered in San Diego, CA and markets its services under the VinComm, VinTalk and VinCall brands. For more information, please visit www.vincomm.net.

About Simple Mobile

Simple Mobile™ is, well, simple. The hottest unlimited wireless products, outstanding service, and absolutely no compromises. Simple Mobile offers the nation an unheard of SIM card program that instantly delivers affordable, unlimited access with everything wireless has to offer. Unlike other programs with corporate agendas, Simple Mobile customers are encouraged to B.Y.O.P. (Bring Your Own Phone). Customers will immediately get access to a national network that offers Unlimited Nationwide Talk, Unlimited Global SMS, and Wireless Internet Access (IM, MMS, Email & social networks). For more information, please visit www.mysimplemobile.com.

Contact:

Vinculum, Communications, Inc.
Scott Goodwin
scott@vincomm.net
858.357.8707

Simple Mobile, LLC
Info@mysimplemobile.com
www.mysimplemobile.com

###