



**For Immediate Release**

**Lypp™ Eliminates Wireless Long Distance For Canadian BlackBerry Users**

**VANCOUVER, September 24, 2007** - Lypp (<http://lypp.com>) announced today the launch of its first service, which eliminates wireless long distance costs for Canadian BlackBerry users. Lypp's service works on any recent BlackBerry model and does not require installation of additional software.

"While other countries are seeing their telecommunications costs falling, Canadian wireless carriers continue to charge exorbitant rates for long distance, as high as \$0.30 per minute," said Lypp CEO Erik Lagerway. "We find this situation unacceptable and unfair, and our solution is a simple alternative that BlackBerry users can set up in seconds and use for calls to anywhere in North America with no long distance charges and the call quality and reliability of a regular phone call. To kick start our launch we're offering the service for free to anyone who signs up via our website at <http://lypp.com>."

The Lypp service is available now at <http://lypp.com>.

**About Lypp**

Lypp is disrupting the telecommunications industry by using the data connections and applications that already exist on cell phones and mobile devices to give users features and pricing that the wireless carriers don't, won't or can't offer. The Lypp service is operated and owned by Gaboogie Canada Inc.

BlackBerry is a registered trademark of Research in Motion Ltd.

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