



For Immediate Release

Lypp™ Launches VoIP API and Wholesale Termination Service

VANCOUVER, October 2, 2007 - Lypp (<http://lypp.com>) announced today the availability of its first API (Application Programming Interface) and wholesale VoIP termination service, decreasing time to market for developers when integrating VoIP into any application.

"We have built a REST-based VoIP API that will fast track VoIP Integration for any developer that understands XML," said Lypp CEO Erik Lagerway. "Until now the only way developers could integrate scalable and reliable telephony was through acquisition of expensive equipment and infrastructure. Lypp has removed those barriers by building a simple API and allowing our customers to leverage our access to the North American PSTN (Public Switched Telephone Network) including but not limited to TELUS, Rogers, Bell, Verizon, AT&T, Sprint, SBC and BellSouth, through the most trusted interconnect providers in the business including Level 3, Global Crossing and XO. We are working with the best partners to deliver the best call experience in North America and we're excited that our partners can leverage our API to deliver this experience to their customers."

The Lypp API enables rapid VoIP feature implementation, including: Click-to-Call and Click-to-Conference, virtual phone booth calling features, and integration of basic and advanced telephony such as embedded email and profile call links for FaceBook, MySpace and other web-based applications and services.

The Lypp API is available online now at <http://lypp.com/api>. To obtain a username and password for the API developers will need to put in a request by email to api@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. Lypp also provides wholesale services leveraging its REST-based API to enable integration of VoIP features with other web-based applications and services.

The Lypp service is operated and owned by Gaboogie Canada Inc.

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