

Press Release – 10 July 2008

Ribbit rumours contribute to PhoneFromHere.com momentum

Rumours of the acquisition by BT of Ribbit have added to the weight of expectation around the web-based voice market. If the rumours are true, the award-winning PhoneFromHere.com will be one of the few independent players remaining in the market.

The UK-based company PhoneFromHere.com is a direct competitor to Silicon Valley-based Ribbit, which the rumours suggest has been acquired by BT for \$55 million dollars. PhoneFromHere.com won the Big Chip International Award for Innovation recently, and was also part of a winning entry at the SXSW awards in the US.

"This raises expectations, and reaffirms our belief in the value of this market," commented Tim Panton, founder of PhoneFromHere.com. "Although it's sad that even British institutions like BT believe they need to look to the other side of the Atlantic for innovation, when they could find it much closer to home."

PhoneFromHere.com's solution is entirely standards based, unlike Ribbit's proprietary system. PhoneFromHere.com's unique interface does not rely on Adobe Flash like many competitors, providing enhanced flexibility in deployment and simple integration with key web standards like DHTML.

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