

For immediate release

fonYou takes Telefonica Spain to the App Store

Launches new XtraLine app for iPhone and Android

Telefonica Spain is first operator to allow customers to download a second mobile number direct from the App Store

Barcelona, Spain; November 29, 2011 – fonYou, the cloud telephony pioneer, today announced its XtraLine solution for operators is now available as an iPhone or Android app that can be downloaded direct to a smartphone.

The company also confirmed that Telefonica in Spain had become the first operator to re-brand and deploy the white-label app which is available today as Segunda Línea Movistar in the Spanish iTunes App store.

By deploying the fonYou app, operators can allow their customers to download an app and add a second mobile number to their iPhones and Android smartphones in a matter of seconds.

This second mobile line comes with a range of advanced cloud-based services such as a fully configurable voice mail, cloud phone book, call and message filter and real-time activity register that can be accessed not only from smartphone applications but also from any mobile or desktop web browser.

The XtraLine solution and now the downloadable app have been customized by fonYou for Telefonica Spain, who first launched the Segunda Línea service earlier this year. The free iPhone application for the Segunda Línea service not only improves the user experience, it also adds to the viral take-up of the service.

Fernando Nunez-Mendoza, fonYou's CEO, said: "The XtraLine product is a dream for the operators because it makes both the marketing and the finance team happy."

"It enables new services, it generates new revenues, it lowers churn and the cost of customer retention, ignites the cloud telephony opportunity for the operator, and helps fight back against competitors such as Google Voice, WhatsApp, Viber and Skype," he said.

"We are currently live on three networks, in trials on others and talking with many more carriers on how to adapt XtraLine to their specific business and technical requirements. There's no doubt about it," said Nunez-Mendoza, "XtraLine is our star product and will drive our growth."

Ends

About the XtraLine solution for operators

fonYou's XtraLine solution allows operators improve their core business and, at the same time, compete with over-the-top providers by generating a much better user experience. The direct benefits of deploying XtraLine are very compelling: significantly higher ARPU per customer and much lower customer retention costs. Other important benefits are a much stronger presence of the operator brand and a higher perceived value add by customers.

About fonYou Telecom

fonYou, a global technology company based in Barcelona, provides carrier-grade Cloud Telephony Services for mobile operators. The company has developed a proprietary technology platform, the OMT-9000, which is connected to the mobile operators' existing core networks and enables them to offer Cloud Telephony Services to their end customers.

These services put the end customers in total control of their mobile phone service as they allow them to configure advanced control settings for blocking, filtering or redirecting traffic; set up different voicemail greetings per contact or contact group; and access a complete history of their call records, SMS and voicemails from anywhere and in real-time.

fonYou's Cloud Telephony Services are highly attractive both to the customers for the utility they provide as well as to the operators for increasing revenues, market share and as a customer retention tool. In addition, fonYou's Cloud Telephony Services constitute basic building blocks which can be used by operators to quickly construct new products tailored to the needs of specific customer segments.

fonYou also operates its own mobile operator in Spain which enables the company to continuously improve its services and products and to gain valuable market insights through its own live customers.

Contacts:

Kevin Taylor, Robertson Taylor PR. Mobile: +44 7850 858 291

Email: kevin.taylor@robertsontaylorpr.com

Web: <http://www.fonyou.com>

Segunda Línea: <https://segundalinea.movistar.es>

Segunda Línea App: <http://itunes.apple.com/es/app/segunda-linea/id473661257?mt=8>