



Elephant Talk Communications, Inc. Signs Agreement with Your Card B.V. to Launch Advanced Calling Card Telecom Services in the Dutch Market

SCHIPHOL, THE NETHERLANDS, August 23, 2011 -- Elephant Talk Communications, Inc., (OTCBB: ETAK) (www.elephanttalk.com), an international provider of business software and services to the telecommunications and financial services industry, announced today the signing of an agreement with Your Card B.V., a Mobile Virtual Network Operator (MVNO) serving the Dutch market.

“As Your Card intends to roll out these services in many different countries, this is another key step in our global campaign to expand our Mobile Virtual Network Enabler (MVNE) platform services to new markets in Europe, the Middle East and the Americas,” said Steven van der Velden, CEO of Elephant Talk Communications.

Your Card B.V. will launch Calling Card services—under the name YOUR CARD® ONE—to Dutch commercial and consumer mobile users this fall using Elephant Talk’s fully integrated MVNE platform for hosting mobile services and supporting new channels. Like most prepaid Calling Cards, the new service can be used with any mobile phone, and will offer Voice, Text Messaging (SMS), and Mobile Internet services. YOUR CARD® ONE will also offer a powerful new service—an integrated mobile payment and loyalty management system. The system enables the Calling Card to act as a mobile wallet, capable of making payments in 27 European countries, as Your Card is authorized to act as an Electronic Money Institute in all of these markets. This technical combination of new prepaid electronic payment instruments sets the standard to offer users the most advanced platform, excellent service levels and superior security. All transactions related to e-money are under the supervision and license of the First European E-Money Trust (FEET). The Calling Card can also function as a smart card or a gift card, among other capabilities. Your Card B.V. is the first known MVNO in the Netherlands to offer such advanced Calling Card services.

“YOUR CARD® ONE is an intelligent prepaid service package that adds an entirely new dimension to prepaid calling cards,” explained, Carina Oostmeijer, CEO of Your Card BV. “YOUR CARD offers a number of services such as YOUR CARD® MOBILE, YOUR CARD® SMART CARD, YOUR CARD® GIFT and YOUR CARD® PROMO. That’s why we named the new calling card service YOUR CARD® ONE, because it stands for 1 Card, 1 Account for All.”

“The advanced services are made possible by Elephant Talk’s sophisticated MVNE platform, which offers a single interface for Your Card to easily manage all aspects of business including pricing, billing, product bundling, promotions and loyalty management in one integrated system,” continued Steven, van der Velden of Elephant



Talk. “In addition to a very high service level, this integration also brings a substantial reduction in operating and handling expenses for any of our partners”

About Your Card

Your Card B.V. is a full-service facilitating telecommunication company for fixed and mobile networks for businesses, which would like to enter the market of Intelligent Communications. Your Card® BRANDED SMART CARD SOLUTIONS, which stands for white label MVNO services and MVNO prepaid smart card services, enables companies with low entry costs to offer a complete package of mobile services to its customers or members in their own style in combination with the integrated smart card system. It can be used to sell the product as a supplement to existing product range and thus the guarantee of additional revenue, as a gift card with Your Card® GIFT, or provides access to the latest media possibilities with Your Card® PROMO. Your Card® BRANDED SOLUTIONS SMART CARD for sales and service companies provides a means to remain competitive. It is a flexible white label product with the look and technical application specially tailored. It is a marketing tool to provide insight into customer behavior, to identify users and to work as a communication tool. The application choices are unlimited.

About Elephant Talk Communications

Elephant Talk Communications, Inc. (OTCBB: ETAK) is an international provider of business software and services to the telecommunications and financial services industry. The company enables both mobile carriers and virtual operators to offer a full suite of products, delivery platforms, support services, superior industry expertise and high quality customer service without substantial upfront investments from clients. Elephant Talk provides global telecommunication companies, mobile network operators, banks, supermarkets, consumer product companies, media firms, and other businesses a full suite of products and services that enable them to fully provide telecom services as part of their business offerings. The company offers various dynamic products that include remote health care, credit card fraud prevention, mobile internet ID security, multi-country discounted phone services, loyalty management services, and a whole range of other emerging customized mobile services. For more information visit www.elephanttalk.com.

About ValidSoft

ValidSoft is a subsidiary of Elephant Talk Communications, Inc. (OTCBB: ETAK) (www.elephanttalk.com), and is a market leader in providing solutions to counter electronic fraud relating to card, the Internet, and telephone channels. ValidSoft's solutions are at the cutting edge of the market and are used to verify the authenticity of both parties to a transaction (Mutual Authentication), and the integrity of the transaction itself (Transaction Verification) for the mass market, in a highly cost effective and secure manner, yet easy to use and intuitive. For more information, please visit (www.validsoft.com).



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