



## **ZipGlobal Holdings, Inc. Announces Full Launch and Beta Results of ZipGlobal Cell Phone Direct**

*ZipGlobal Holdings, Inc. is pleased to announce the full launch and beta test results of its new business revenue initiative, ZipGlobal Cell Phone Direct.*

Braintree, MA, May 23, 2007 --(PR.com)-- [ZipGlobal Holdings, Inc.](#) (OTC Bulletin Board: ZIPG; "ZipGlobal" or the "Company") is pleased to announce the full launch and beta test results of its new business revenue initiative, ZipGlobal Cell Phone Direct. This new product allows US and Canadian cell phone users to make very inexpensive international cellular phone calls via access through ZipGlobal's systems. The product beta testing period began in mid-February of 2007. During the three month beta period, over 6,000 cell phones signed on as new fully paying ZipGlobal customers. The Company launched the full marketing program for ZipGlobal Cell Phone Direct on May 18, 2007.

Mr. Michael Lee, President and CEO of ZipGlobal, commented, "The launch of ZipGlobal Cell Phone Direct is an important breakthrough in our new product business initiatives. ZipGlobal Cell Phone Direct is the first of what the Company anticipates will be a new generation of revenue producing products. With the ZipGlobal Cell Phone Direct product, we believe that customers understand the large financial differences between the cost of a direct dial international call made directly from a cell phone and that same call being facilitated through ZipGlobal's systems. On an operational basis, the ZipGlobal Cell Phone Direct operations division has been profitable since the very first day of the beta test period, and the Company believes that revenues and profitability for this division will continue to increase as full implementation begins."

About ZipGlobal Holdings - With Corporate offices in Braintree, MA and with Operation offices in Hong Kong and Guangzhou, China, ZipGlobal Holdings, Inc. is a China and US based VoIP telephony provider for customers worldwide, a re-seller of wholesale minutes, and a cellular phone international long distance call provider for customers in the US and Canada.

### **Forward Looking Statements**

Some paragraphs of this news release, particularly those describing ZipGlobal's strategies and business plans, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1993, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. While ZipGlobal is working to achieve those goals, actual results could differ materially from those projected in the forward-looking statements as a result of a number of factors, including difficulties in marketing their products and services, need for capital, competition from other companies and other factors, any of which could have an adverse effect on the business plans of the subsidiary companies of ZipGlobal, its reputation in the industry or its expected financial return from operations. Factors such as these could have an adverse effect on ZipGlobal results of operations. In light of significant uncertainties inherent in forward-looking statements included herein, the inclusion of such information should not be regarded as a representation of ZipGlobal or any other person that the objectives and plans of ZipGlobal and its subsidiaries will be achieved.



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