



## **BlasterPhone Signs Co-Marketing Agreement with Fring™**

*BlasterPhone LLC - next-generation technology company based in Sao Paulo, Brazil announced the launch of its mobile VoIP services powered by fring™*

Sao Paulo, Brazil, October 26, 2007 --(PR.com)-- BlasterPhone - leading provider of feature-rich, high-quality Internet Telephony services and solutions, and fring™ - world leading mobile VoIP provider have signed a co-marketing agreement. fring will provide BlasterPhone users with a dedicated version of the fring application, which will be available via BlasterPhone website giving them the capability of easily making SIP calls on their mobile phones.

The fring client downloaded via simple SMS from the BlasterPhone website ([www.blasterphone.net](http://www.blasterphone.net)) pre-configures the users' BlasterPhone SIP credentials automatically and users benefit from their fring-supported mobile handset. Users simply choose a contact from their fring contact list, and select BlasterPhone VoIP to directly dial over 3G, GPRS or Wi-Fi according to their preference. With fring, BlasterPhone users can also communicate with all of their Skype®, ICQ, Twitter, Google Talk™ and Windows Live Messenger (MSN) buddies from one integrated contact list.

What is fring™?

fring is a free, downloadable mobile phone application enabling mVoIP (mobile VoIP) calls, real-time presence and live chat with multiple IM providers over mobile data networks or Wi-Fi connections. fring mVoIP application offers real mobile independence to all users of mobile phones and smartphones. It allows them to roam freely on wireless networks (GPRS, 3G, Wi-Fi) and enjoy the benefits of multiple IM and SIP providers from one integrated contact list.

fring is enhanced with real-time contact availability (presence) to help users select, among other factors, the best call provider before dialing, based on the recipient's availability, reception quality and call cost. Users can also save money by utilizing free Wi-Fi Internet access or fixed Internet data plans over 3G or GPRS, instead of mobile airtime (GSM) minutes. fring is PC and operator independent, and does not require any dedicated hardware.

“BlasterPhone aims to provide customers with ever growing calling options and the current trend is mVoIP”, comments Ben Popov, Chief Operating Officer of BlasterPhone. “The recently signed co-marketing agreement with fring™ will allow our users to freely communicate with each other across different networks worldwide. The cooperation with fring is just the beginning of our range of new Mobile VoIP Services planned for implementation in the following months.”

About BlasterPhone LLC

BlasterPhone LLC is a USA established next-generation technology company providing voice termination services based on customizable routing, pricing and billing increment options. Based in Brazil, the company has long-established partnership relations with all major voice and data carriers in



North and South America. BlasterPhone's operations are built upon principles of quality, reliability, and excellent service which make the company provider of choice for customers worldwide. For more information about BlasterPhone visit: [www.blasterphone.net](http://www.blasterphone.net)

#### About fring™

Born out of a desire to fundamentally change the way people communicate, fring was founded by veterans from both the mobile and Internet industries who were tired of watching telecom industries benefit from the introduction of VoIP within their own domains yet refrain from passing these benefits on to their consumers.

Stemming from this desire to cut loose from telecom dependency, the fring founders created the world's first true peer to peer mobile VoIP application. fring represents true convergence of internet and mobile telephony. fring continues to develop native mVoIP, full-duplex telephony solutions for the consumer segment. For more information about fring™ visit: [www.fring.com](http://www.fring.com)

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