



Truphone appoints Chris Moss as Global Chief Marketing Officer

*Brand imagineer behind Virgin Atlantic, Orange and 118118
to drive Truphone's vision for global mobile communications*

London, 19 May 2010 – Truphone, the global mobile operator, today announced the appointment of Chris Moss as its Chief Marketing Officer. Chris will be responsible for building the Truphone brand across the globe, as the company works towards achieving its vision to become the 'best loved communications business' and 'one of the five best loved brands amongst international people'.

Prior to joining Truphone, Chris was responsible for creating three billion-dollar brands including Virgin Atlantic, which he transformed into a world class, award winning billion dollar business; Orange (which he rebranded from Microtel) and 118118, where he created the famous moustached running duo. Most recently, Chris was CEO of 118118 and CEO and Creative Chair at KGB.

"Chris' track record of building billion dollar brands and his reputation as a 'brand galvaniser' makes him a perfect fit for Truphone as we work towards becoming the best loved communications business amongst international people", said Geraldine Wilson, CEO of Truphone. "His brand and customer focus combined with our ground-breaking products will take us to the next level as we expand our footprint across the globe. High roaming charges needn't be a necessary evil – Truphone is looking to challenge the status quo."

"Re-inventing mobile communications is in my DNA. I believe that we all want to be local when we travel, and a service which gives customers local prices and local numbers when they are abroad is a real game changing proposition," said Chris Moss, CMO of Truphone. "The sooner we see an end to switching SIMs or juggling multiple phones as synonymous with getting off a plane, the better. That's my new mission in life."

Truphone offers people with an international lifestyle a portfolio of services that dramatically simplify mobile communications. Its recently launched, full GSM, Truphone Local Anywhere service provides savings of up to 90% on standard mobile phone bills, as well as local numbers and access to local rates for calls, texts and data in all countries where Truphone has operations, on a single SIM card. Since 2006, Truphone has also set the standard for

mobile VoIP and developed award winning applications for Nokia, Android, Blackberry and iPhone, iPod Touch and iPad devices.

Truphone Local Anywhere is a ground-breaking service which allows people with international lifestyles to stay local as they travel around the world, thereby significantly cutting their phone bills. For further information please visit www.truphone.com.

The service builds on the company's vision to revolutionize global communications by eliminating roaming charges and allowing its customers to enjoy local rates anywhere they are in the world.

Notes to editors

About Truphone

Truphone provides people with international lifestyles unique, borderless phone services that simplify communication and dramatically reduce the cost of roaming and global calling.

Founded in 2006, the company uses innovation to drive convenience up and costs down. Truphone firsts include: downloadable apps that enable smartphones and other mobile devices to make free calls over WiFi networks; intelligent mobile technology that make every call local; and more.

The company's flagship product, Truphone Local Anywhere, brings an end to international travellers' need to carry multiple phones or SIMs for each country. The Truphone Local Anywhere service provides users unique phone numbers for each place they spend time – creating a local presence and eliminating the need for friends, families and colleagues to make costly international calls to communicate.

Truphone applications and mobile services support all leading mobile platforms and devices, including Blackberry, iPhone, iPod Touch, iPad, Nokia E and N series, and Android.