



## **Truphone to Give Away Free Calling on Thanksgiving**

*12 hours of free calls to U.S. numbers for Thanksgiving 2009*

**London, 18 November 2009** – Truphone, the next generation global mobile operator, today announced that for 12 hours on Thanksgiving 2009 all calls made on Truphone to mobile and landline phones in the United States will be free so that friends and family can call each other to catch up this holiday season.

From noon to midnight UTC, or 7 a.m. to 7 p.m. EST, on Thursday, Nov. 26, all calls made to U.S. landlines and mobiles using the Truphone application will be free from anywhere in the world. More information is available here:

[www.truphone.com/thanksgiving](http://www.truphone.com/thanksgiving).

Truphone offers fantastic rates to call the U.S. every day, but to celebrate Thanksgiving this year it is offering its customers the opportunity to catch up with friends and family in the U.S. at no cost at all. The offer is open to existing and new customers anywhere in the world using their Truphone application.

Truphone has applications for the Apple iPhone, Apple iPod touch, BlackBerry, Nokia and Android devices and it is available to download from

[www.truphone.com](http://www.truphone.com) and the respective application stores for each device.

“Thanksgiving is a day when family and friends come together to celebrate and catch up across the U.S.”, said Geraldine Wilson, CEO of Truphone. “For those people who can’t get home for the holidays, often because distance is too much, a telephone call to let them know how they are is the next best thing. With this initiative, we are allowing people who can’t be together to catch up on this special day”.

For details on Truphone's everyday low-cost rates for calling U.S. mobiles and landlines, as well as its great rates for other destinations around the world, visit the Truphone website at: [www.truphone.com/applications/pricing](http://www.truphone.com/applications/pricing).

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#### **Notes to editors**

##### **About Truphone**

Founded in 2006, Truphone is a global mobile communications provider in the business of innovating how people converse in our globally connected world. As the industry's first mobile Internet operator, the company makes it easy and affordable for users all over the world to keep in touch with friends, family and business contacts overseas or whilst roaming. Frost & Sullivan has declared Truphone winner of the "2009 European Mobile VoIP Product Differentiation Innovation Award."

According to Frost & Sullivan, "Truphone has been able to differentiate its products from those of its competitors due to the immense commitment it has made in research and development and by having strategic partnerships with major industry participants across the mobile ecosystem. As a result, it has successfully enabled the firm to address its customers' needs and expectations, resulting in Truphone being a dominant player in the mVoIP market." Truphone is the trading name of Software Cellular Network (SCN) Ltd. SCN is privately owned, funded by both venture capital investment and angel investors.

##### **Important information**

Truphone is not a replacement for an ordinary telephone service and emergency calls cannot be made using Truphone. However Truphone does not prevent emergency calls being made via a handset's normal cellular service provider. Truphone cannot advise on the legality of VoIP services in specific territories or jurisdictions. It is the user's responsibility to confirm that use of the Truphone VoIP software and service is permitted in the location in which they use it.

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