



News Release

Contacts:

Ashley Johnson (Media only)
Waggener Edstrom Worldwide
(425) 638-7000
ashlevj@waggeneredstrom.com

Jennifer Cortel
VoiceBox Technologies
(425) 968-7900
jennifer@voicebox.com

VoiceBox Technologies Recognized by *Wall Street Journal* Judges as Technology Innovator

The company's conversational voice search technology earns runner-up placement for "2007 Technology Innovation Awards"

BELLEVUE, Wash. — Oct. 22, 2007 — VoiceBox[®] Technologies Inc., pioneer and developer of conversational voice search, today announced that it has been selected by *The Wall Street Journal* as a runner-up in the software category for the 2007 Technology Innovation Awards. Winners will be acknowledged at a ceremony in Redwood City, Calif., on Oct. 24.

The Wall Street Journal selected VoiceBox from more than 800 candidates for the seventh annual Technology Innovation Award. Judges selected less than 4% of applicants, demonstrating how fiercely competitive and prestigious these awards are within the industry.

"Most technology companies aim to innovate, but it's often hard to tell how we're doing. *The Wall Street Journal* award tells us we're on the right track, and VoiceBox is proud to be on the list," said Victor Melfi Jr., chief strategy officer and senior vice president of voice services for VoiceBox.

Aside from the regulatory pressure that dictates hands-free and eyes-free device and system capabilities while in the car, the VoiceBox conversational experience is a superior interface in noisy, real-world situations when it is not always possible or practical to use the native Graphical User Interface.

VoiceBox developed Conversational Voice Search™, radically improving the ability to use human language as the interface for consumer electronic devices. The innovative approach involves accepting and modeling the essential imperfections of human conversation, such as mumbling and stuttering, and the ever-present background noise.

"Instead of matching incoming sounds to a fixed list and slugging users through frustrating voice menu trees, VoiceBox determines context and intent from everyday conversational speech. The experience is as simple as asking a question and getting an answer anytime, anywhere. VoiceBox gets us closer to the 'Star Trek' experience," Melfi continued.

About *The Wall Street Journal's* Selection Process

The Wall Street Journal welcomed submissions for the Technology Innovation Awards to companies, individuals and organizations at a global level. The judges evaluated candidates based on the innovation and the problem it tried to solve along with the advancements and milestones in the field. The innovation categories ranged from new innovative products, patents, or services.

About VoiceBox Technologies

VoiceBox develops Conversational Voice Search software that lets people search, navigate and discover content and services ... simply by using natural, free-form language. Commitment to speech innovation drives the VoiceBox vision: to make conversational voice search the de facto intuitive interface that will give people anywhere-anytime access to what they need. Incorporated in 2001, the privately held company's patent-pending voice search processes are applied across telematics and infotainment, music and entertainment, navigation, mobile and VoIP markets. Visit <http://www.voicebox.com>.

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