



## **FOR IMMEDIATE RELEASE**

### **CALL GENIE ANNOUNCES NEW DIRECTOR TO ITS BOARD**

**Calgary, Alberta. March 6, 2007** - Call Genie Inc. (TSX-V: GNE), the leading provider of Voice-enabled, Mobile Local (VoMoLo) search solutions to wireless carriers, directory assistance providers and Yellow Page publishers, today announced that Daniel Gatti will join its Board of Directors effective February 22, 2007 subject to approval by the Toronto Venture Exchange.

“Dan is a widely respected and deeply experienced executive who brings great added strength to Call Genie,” said Michael Durance, President and CEO of Call Genie. “We are very excited to have attracted a Call Genie board member of Dan Gatti’s caliber. He will be invaluable to us as we head into our next phase of growth. As a member of our Board, his background and broad experience will add great insight to our business.”

“Call Genie is well positioned to take advantage of opportunities presented in the mobile local search market,” said Mr. Gatti. “Call Genie addresses one of the most pervasive and serious problems facing directory assistance providers and Yellow Page publishers — how to monetize advertising revenue through traditional and new delivery channels.”

Mr. Gatti has over 30 years experience in the software and telecommunications industries. He is currently the President and CEO of OnSite Systems, a provider of network edge voice and data platforms for mobile backhaul. Prior to OnSite, he served as CEO of BigBangwidth, a provider of high performance optical network solutions; President and CEO of MAYAN Networks, a provider of optical switching technology; and Vice President and General Manager of 3Com's Network Service Provider Division. Mr. Gatti also held senior management positions at Aptec Computer Systems, Amdahl, and GTE as well as sales and marketing positions at IBM.

Mr. Gatti serves on the board of the Telecommunications Industry Association (TIA), is a board of governor of the Electronics Industry Association (EIA), and is on the board of directors of the San Francisco 49er Academy, a private school in Palo Alto, California. Dan has a BA from Fairfield University and completed the executive MBA program at the Harvard Advanced Business School.

Mr. Gatti replaces Ron Johnston on Call Genie’s Board of Directors. Mr. Johnston served on the Company’s Board of Directors from August of 2004 to February of 2007.

Mr. Richard DeVries, the Chairman of the Board of Directors, noted: "Ron has shouldered a significant load in his efforts on behalf of the Call Genie Board and, on behalf of the Board of Directors, we wish to extend our thanks to Ron for his service and wish him all the best in his future endeavors."

## **About Call Genie**

Call Genie, Inc. is the leading provider of enhanced Voice-enabled Mobile Local (VoMoLo) search products and services to Wireless Carriers, Directory Assistance providers, and Yellow Page publishers. Offered as a turnkey or ASP solution, Call Genie's Enhanced Voice Directory (EVD™) platform enables companies to offer a comprehensive, voice-enabled business category search service to consumers and business customers. EVD™ is network, handset and location independent, and can be incorporated into any existing DQ service or deployed as a stand-alone offering.

Call Genie won the 2006 Yellow Page Association Industry Excellence Award for Marketing Innovation in North America, the 2006 Whitaker Innovation Award in Europe, and the 2006 118 Tracker Award for Technology Innovation in the UK. For more information, please visit our website at [www.callgenie.com](http://www.callgenie.com) or call us directly at +1 403 268 0411.

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*If you would like to receive press releases via email please contact [amahdavi@genoa.ca](mailto:amahdavi@genoa.ca). Please specify "Call Genie news releases" in the subject line.*

*The TSX Venture Exchange has neither approved nor disapproved the contents of this news release.*