

PRESS RELEASE

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BeeOne's leading calling card provider launches a Worldclass innovation with Web-based Calling Card.

The swiss telecom provider BeeOne is to launch on the 6 of February a world-class innovation with an online version of its market-leading calling card Flash.

This innovation will give BeeOne customers an alternative to making next to traditional calls from a fixed-line, mobile or payphone now a new telephony access by using the internet, without the need to subscribe to complex VoIP services that require users to download software and submit credit card details.

The card is one of the first of its kind throughout the world to combine traditional calling cards with web-based functionality and will allow BeeOne to target a series of new customer segments that are: low-Mid income expatriates (having an ADSL Infrastructure at home or visiting call shops), expatriates customers working within the UNO in Geneva (that look for a multi-mode calling card allowing Voip calls from the office and traditional calls from the home), VoIP addicts and consumers reluctant to disclose credit card details to enjoy low cost telephony service.

Flash is able to offer customers double the minutes when calling via the website. On top of the 10 hours of telephony offered for only 20 Frs, as well as a planet access, customers can also access to a host of additional online features, including call history and real time balance enquiry.

The prepaid calling card Flash can be bought from any retail outlet in Switzerland (Naville shops, Kiosk, all post offices) and can be used to make calls from any telephone or computer that has a broadband connection, including internet cafés and WiFi Hotspots.

Unlike most PC-based VoIP offerings, the calling cards are easy to use and require no special downloads or hardware installations, allowing them to be used at any computer with an internet connection using either a USB phone or headset. To access the service users simply visit www.myflashplanet.net and enter the predefined PIN shown on the calling card, followed by the number they want to call.

More than 3 million Flash cards has been sold and Flash is already the best selling calling card in Switzerland accounting for over 100 million voice minutes per year.

About BeeOne

BeeOne is a Swiss Telecommunications Company:

- Specialized in prepaid telecommunications services
- Created in Oct. 2000
- Shareholder Capital of CHF300,000 (€200k)

BeeOne staff includes European telecommunication industry experts since 1997.

In 2006, the company achieved two major milestones:

- BeeOne became the No. 1 calling cards provider in the major Swiss distribution channels
- BeeOne exceeded €10million in revenue & 100 million minutes-per-year.

For more informations: www.beeone.com

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