

RIBBIT FOR SALESFORCE HEATS UP VERTICAL MARKETS

First Enterprise Application to Integrate Mobile Voice Services into Business Workflow Surpasses 250 Trial Customers, Garners Industry Validation

MOUNTAIN VIEW, Calif. – June 17, 2008 – Ribbit – Silicon Valley’s first phone company – today announced that Ribbit for Salesforce, the first enterprise application on the market to link mobile voice communications and Software as a Service (SaaS) business workflow, has registered more than 250 trial customers since the service became generally available last month. This key milestone comes months ahead of schedule, following an extraordinarily successful private beta program involving nearly 100 businesses of different sizes and industries.

Ribbit has garnered extensive third party recognition from a variety of sources. IDG’s InfoWorld, the leading integrated media brand for IT decision makers, recently selected Ribbit as one of their Top 10 Tech Startups for 2008, validating Ribbit’s business innovation and benefits in enterprise markets. In addition, the company has also experienced a surge in new enterprise applications being deployed or in development. These new applications, such as an innovative medical application for hospital and triage services, are expanding into a number of mission-critical industries, clearly demonstrating the value of voice enabled enterprise applications across many significant vertical markets.

Real Estate Market One of Many Addressed By Ribbit for Salesforce

Ribbit for Salesforce is already proving itself in many markets, including real estate. "We build salesforce.com powered tools for the real estate market to give agents, brokers and developers an advantage in today's very competitive environment," said Steve Kompolt, CEO, Real Intelligence, Inc. "Residential agents in particular are very mobile, and timely responses can make or break a deal. These agents benefit from the integration of our products and Ribbit with visual voicemail and transcribed voice messages, in addition to offering compliance benefits with automatic logging of calls. This is a must-have combination of tools in the eyes of our early customers."

Realtors are becoming more responsive to clients and more efficient in their operations with Ribbit for Salesforce. "For compliance reasons, I need to keep a log of all client communications. Now, I don't have to write or type notes to track everything," reports Mark Thomason, Realtor, RE/MAX. "Ribbit for Salesforce streamlines my communications since it puts call and message information directly into Salesforce. And, I'm much more responsive to my clients, because I can instantly see and respond to voicemail, even if I'm in a meeting. It's saving me hours and makes closing deals a lot easier."

Ribbit Experiencing Customer Growth in Major Industry Markets

"Customers with increasingly mobile sales forces, and influencers in the SaaS industry, see the immense value of accelerating information flow from the field into their CRM systems," said Greg Goldfarb, GM

of Enterprise Applications, Ribbit. "We've seen growing interest and rapid adoption over the past month. The emerging hot spots are real estate, high tech, and financial services."

A multitude of new customers, including significant players in industries such as financial services, banking, media outlets and healthcare, have signed up to use Ribbit for Salesforce, praising the application as "an essential tool," thanks to its ease of use, powerful voice-to-text conversion, storage and data management capability; and seamless integration with salesforce.com.

"The setup took minutes and the product features were usable right out of the gate," said Oscar Chiarella, Account Manager, Sacramento Bee. "Voicemail converted to text and stored automatically in my clients' salesforce.com file, so I can share messages with colleagues, store them for reference or reply with a call. If I am in a meeting or conference, my voicemail is automatically converted to a text message so that I can check them visually without having to call and retrieve the messages, which can be impractical or impossible. In short, Ribbit has now become an essential tool in regards to managing my client relationships."

Availability

Ribbit for Salesforce is an AppExchange Certified Application, and is available to all U.S. based salesforce.com customers using Professional Edition and above. For more information and to sign-up for a free, unlimited 30-day trial, and through August 25, 2008, to be automatically entered into the Ribbit for Salesforce "Dream in Napa 2008 Sweepstakes," please visit www.ribbit.com/salesforce.

Real Intelligence salesforce.com products will become generally available within the next month. For more information about Real Intelligence, please visit www.realintelligence.com.

About Ribbit

Ribbit is working with the best and brightest technology and business leaders to build Silicon Valley's first phone company. Our mission is to "liberate voice from the device, and integrate it into the workflow of life, both business and personal." By providing a world-class telephone carrier infrastructure -- and the first open platform for Internet and voice developers -- we are helping to unleash innovation across the entire telephony marketplace, from the development of leading-edge consumer voice services to the integration of voice with the world's best business applications.

Ribbit headquarters are located in Mountain View, CA. Ribbit has received investment from Alsop-Louie Partners, Allegis Capital, Peninsula Equity Partners, and KPG Ventures. For more information about Ribbit, please visit www.ribbit.com.

Media Contact

Denise Vardakas
The Conversation Group
denise@theconversationgroup.com
650.483.5083

Don Thorson
Ribbit
don@ribbit.com
650.387.7929