



Vonage Kicks Off 'MyVonage' Product Strategy With Introduction of V-Portal(TM)

Product Strategy for 2008 Begins with the Introduction of Digital Voice Adaptor with LCD Display

HOLMDEL, N.J., Jan 07, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Vonage, a leading provider of digital phone services, today announced its "MyVonage" product strategy, which is focused on introducing products, services and features that fit into a customer's given lifestyle and support the way they want to communicate. As part of the overall strategy, Vonage today unveiled the V-Portal(TM), a digital voice adapter and single port router with a built-in liquid crystal display (LCD), and Contact Book, an innovative one-stop communication hub with useful features such as group calling and voice activated dialing, giving customers more control over how they can communicate.

"At Vonage, we believe technology, not Telco's, will drive the future of communications," said Jeffrey Citron, Chairman, Chief Strategist, and Interim CEO. "Vonage is more than a new technology for landline replacement. We are dedicated to delivering new solutions that empower the consumer and we envision a day when people can communicate without boundaries; when, where and how they want."

Every customer has varying communication needs for their given lifestyle, and the "MyVonage" strategy is based on the products, services, and value that customers have asked for. Whether you are part of a family communicating across the globe, a small business owner, or a student away from home, "MyVonage" is for you. By combining features that Vonage offers, such as Unlimited International Calling Plans, Vonage Visual Voicemail(SM), and Call Forwarding, customers can create a customized calling experience that fits their specific needs.

The cornerstone in the "MyVonage" strategy is the release of the V-Portal(TM), which is the first in a family of Vonage-branded products. Using customer research and feedback, Vonage created a device that assists with installation, helps with basic troubleshooting, and has easy-to-use features. The V-Portal(TM) has a cool and sleek, yet simple design, and an integrated LCD screen that provides real-time feedback and error messaging, allowing users to easily troubleshoot basic issues. The screen can also be used for Caller ID, timing calls, call logging, easy access to Vonage service numbers, and for displaying the date and time.

"With the V-Portal(TM), we are starting a trend of making innovative Vonage-branded products relevant and responsive to the way our customers communicate," said Daniel Smires, Senior Vice President of Engineering. "The V-Portal(TM) expands upon what customers typically expect from a router, and is the closest thing to having a customer care agent with them in their home."

Vonage will also be introducing the first iteration of Vonage Contact Book in 2008, which is a one-stop communication center that will provide customers with the ability to integrate all contacts from their home, desktop and mobile address books while providing requested features such as Group Calling, Voice Activated Dialing, Speed Dial, and Call Blast. Vonage envisions that future versions of this product can also be used from any non-Vonage phone the customer has, so some Vonage features can be used from anywhere the customer wants to communicate. Selected customers can try out the Alpha version of Vonage Contact Book through <http://alpha.vonage.com/>.

In 2008, "MyVonage" will continue raising the bar by which digital phone services are judged. With 25 features included at no additional charge, and new products and features coming out over the course of the year, it has never been easier for customers to live the lifestyle of tomorrow at a price they can live with today. "MyVonage" is more than a phone service; it's customer- driven communications technology that helps people simplify their lives.

The V-Portal(TM) is available to new customers on January 9 through <http://www.vonage.com> for \$9.99 after a \$70 instant rebate (\$79.99-\$70.00 = \$9.99; a \$9.95 shipping and handling fee and a \$29.99 activation fee is charged).

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About Vonage

Vonage (NYSE: VG) is a leading provider of digital phone services with over 2.5 million subscriber lines. Our award-winning technology enables anyone to make and receive phone calls with a touch tone telephone almost anywhere a broadband Internet connection is available. We offer feature-rich and cost-effective communication services that offer users an experience similar to traditional telephone services.

Our Residential Premium Unlimited and Small Business Unlimited calling plans offer consumers unlimited local and long distance calling, and popular features like call waiting, call forwarding and voicemail -- for one low, flat monthly rate. Vonage's service is sold on the web and through national retailers including Best Buy, Circuit City, Wal-Mart Stores Inc. and Target and is available to customers in the U.S., Canada and the United Kingdom. For more information about Vonage's products and services, please visit www.vonage.com.

Vonage Holdings Corp. is headquartered in Holmdel, New Jersey. Vonage(R) is a registered trademark of Vonage Marketing Inc., a subsidiary of Vonage Holdings Corp.

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