



## For Immediate Release

# Vello™ Demonstrated Its Revolutionary Conference Calling Service at the Nokia Mobile Mash-Up Conference

Attendees were impressed when Vello called out live to 20 members of the audience and everyone was on the phone together - instantly

**Mountain View, Calif. - November 2, 2007** – Vello, the conference that calls you, demonstrated their breakthrough service this week at the Nokia Mobile Mash-Up 2007 in Palo Alto, CA. Vello, launched in September, instantly ends the pain of conference calling.. Instead of fumbling with cumbersome dial-in numbers and pin codes, Vello calls you — and calls begin on time. Prescheduled or instant, mobile or Web-based, Vello's high-quality audio, Microsoft Outlook™ integration and flexible billing make it a business-class solution with revolutionary implications. Vello is immediately available in beta at [www.myvello.com](http://www.myvello.com). New customers receive a free trial of 200 minutes.

"We are very excited to have been asked to demonstrate Vello at the Nokia Mobile Mash-Up. Not only do we believe Vello will revolutionize the standard conference call, but it will also change the way we use our mobile devices," said Mark Dzwonczyk, COO and President of Vello. "The Mash-Up demo itself was a great example of the power and flexibility of Vello. The internet connection was down at the hotel hosting the conference, so rather running the demo from my browser, as I had planned, I simply did the demo from my Blackberry and made 20 phones ring in the audience - instantly. This is a great example of what happens when you cannot access the internet – say if you're running through the airport, but need to connect with your sales team before you jump on the plane. With Vello it is as easy as placing a call. It is that simple and that revolutionary, shifting your mobile phone from a standard one-to-one device to one-to-many."

For more information about The Nokia Mobile Mash-Up 2007, please visit <http://www.mobilemashup2007.com/home.asp>.

### Links:

For the following information and more, please visit the Vello Newsroom -[www.myvello.com/press](http://www.myvello.com/press):

- Screen Shots
- Vello Logo
- Vello QuickStart Guide
- Vello Corporate Backgrounder
- Vello Product Brochure

### About Vello Corporation

Vello, the conference that calls you, takes the pain out of the world's most ubiquitous business collaboration tool. Choose the people you'd like to meet with and hit "go." Vello dials out and within seconds everyone is on the line and the call begins. No more dial-in numbers. No more pin codes. No more waiting for people to call in. Prescheduled or instant, initiated from a browser or a mobile device, Vello's high-quality audio, MS Outlook integration and flexible, customized billing deliver a business-class service that will revolutionize the conference call. Vello has a seasoned

management team with telecommunications start-up successes. Based in Mountain View, Calif., Vello was created in 2007 as a spin-off of T-Tag Corporation. Vello is angel-funded and privately held.

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