

**VOICEBOX PROUD TO ANNOUNCE PARTNERSHIP
WITH TOYOTA MOTOR SALES (TMS), USA, INC.:
ADVANCED VOICE-RECOGNITION SYSTEM IN MY10 LEXUS MODELS**

BELLEVUE, WA (January 9, 2009) – VoiceBox Technologies Inc., the award-winning innovator of conversational voice search applications, announced today that it will partner with TMS to provide its next-generation VoiceBox application in select 2010 Lexus models as part of TMS' all-new proprietary system, Lexus Enform. The advanced voice-recognition offering stems from the multiyear development agreement that VoiceBox and Toyota first announced in January, 2006.

A long-standing strategic partner of Toyota, VoiceBox Technologies' conversational platform is based on advanced patent-pending technology that can determine context and intent from conversational speech and then dynamically accommodate a request based on the user's intent. Users are not required to memorize exact, preset commands and can simply ask for what they want, even in noisy environments such as the automobile.

Called “mindblowingly impressive” by Alec Saunders, a leading industry analyst from Gartner Group, the advanced VoiceBox system creates a new level of usability and flexibility for the user. Commands such as: “Make it cooler,” “Dial Julia on her mobile number,” and “Where’s the nearest, um, gas station along my route?” will help to allow drivers to focus more on the road ahead.

“Driver distraction is a safety issue that deeply concerns Toyota,” said Jim Pisz, corporate manager of Advanced Technologies for Toyota Motor Sales, USA, Inc. “Our ongoing goal—and aim in our partnership with VoiceBox Technologies—is to enable drivers to safely and reliably communicate and retrieve information while on the road.”

At launch, VoiceBox technology in Lexus vehicles with navigation will work to control many functions of the audio system—including CD, radio, and satellite radio control as well as access to sports information, weather and stock quotes. VoiceBox will also control many heating and air conditioning and navigation system functions.

VoiceBox Technologies began challenging the current limitations of traditional voice-recognition technology over five years ago and has recently been awarded patents for its innovations and received numerous awards from the likes of *The Wall Street Journal* and the Gartner Group. Because it is difficult to anticipate all the possible sounds in a system ‘dictionary,’ voice applications have thus far had to limit what people can say and required them to speak specific, clear commands. In contrast, VoiceBox’s technology works to accommodate imperfections of normal, everyday conversation—the ums and ahs, for example. As The International Academy of Science put it, “VoiceBox doesn’t just listen to what you say, it *understands* ...”

"VoiceBox’s applications represent a true advancement over traditional speech applications available today," said Rich Kennewick, President at VoiceBox. “Toyota is leading the initiative to develop and deliver advanced voice applications for their customers, and we’re happy to help and support their market-leading vision to offer the safest and most satisfying experience to drivers.”

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About Toyota

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion in the United States, marketing products and services through a network of 1,422 Toyota, Lexus and Scion dealers in 49 states. Established in 1957, TMS and its subsidiaries also are involved in distribution logistics and motorsports. The company’s main Web site is <http://www.toyota.com>.

About VoiceBox Technologies

VoiceBox develops Conversational Voice Search software that lets people search, navigate and discover content and services simply by using natural, free-form language. TheVoiceBox vision is to make conversational voice search the de facto interface that gives people anywhere-anytime access to what they need. Incorporated in 2001, the privately held company’s patented voice search processes are applied across telematics and infotainment, music and entertainment, navigation, mobile and VoIP markets. Visit <http://www.voicebox.com>