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GoIP's GO800 Completes Survey

90% Would Rather Use Text Than a Phone Number

NEW YORK, NY--(Marketwire - January 10, 2011) - GoIP Global, Inc. (PINKSHEETS: GOIG) announced today the completion of its initial survey of GO800 users. The study was created in order to evaluate usage and attitudes towards this unique new service which allows you to text a Voice Keyword to GO800 in order to connect with an advertiser or corporate client.

The Survey was conducted through the facilities of Central Marketing Inc. of New York City, and was based on 206 completed interviews with male and female adults who had recently contacted GoIP Global for information, using the Voice Keyword methodology.

The study initially discovered that 96% of all respondents felt that using the GO800 Voice Keyword made it "easier" than using a phone number (i.e. 800 numbers) in order to reach a company. And 80% described it as being "Much easier!"

A large group, some 91% of respondents, felt that they would still be likely to remember the GO800 Voice Keyword the next time they attempted to reach GoIP Global.

Among these respondents, a vast majority, 90%, said that they would prefer to use a Voice Keyword rather than a phone number in order to contact companies, or even friends, when using their cell phones.

Contrary to popular belief, it is not only younger people (teens, etc.) who are using cell phones to text messages to others. The study found that 71% of users of the GO800 service were 30 years of age or over, versus 28% who were under the age of 30.

The study was conducted during the last week of November, 2010.

GoIP Global, Inc. and GO800, LLC

GoIP Global offers a range of mobile media services, solutions and tools for brands, agencies, content providers, online portals, entertainment and media companies. GoIP Global offers brand and content customers great flexibility in creating mobile marketing campaigns and applications. Through its subsidiary and premiere service GO800, LLC, GO800™, a new patent pending text messaging service, which launched in 2010, enables advertisers to incorporate a text prompt in their advertisements, prompting consumers to contact them through a text message rather than calling a 1-800 toll free number. For more information visit <http://goipglobal.com/>, <http://go800comp.com/>, or <http://www.facebook.com/go800>. To hear recorded Company updates TEXT GOIG to 46800.

This press release contains forward-looking statements involving risks and uncertainties, both known and unknown, that may cause actual results to differ materially from those indicated. Actual results may differ materially due to a number of factors, including the risk we may encounter delays or other difficulties in tamping up production of our new products; the rapid development of new technology and competing products that may impair demand or render GoIP's products obsolete; and other factors discussed in GoIP's filings with the Pink Sheet Exchange.

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