



For Immediate Release

Yap Announces Release of iPhone SDK at Apple Worldwide Developers Conference 2009

SDK capitalizes on Yap's fully automated speech-to-text platform to address consumer demand for voice interfaces on iPhone and iPod touch

SAN FRANCISCO, CA – June 8, 2009 – Yap, developer of the world's first fully automated speech-to-text hosted platform for communications service providers, today announced the availability of its Software Development Kit (SDK) for the speech-enablement of iPhone applications. The Yap SDK for the iPhone gives developers a simple interface to rapidly voice-enable existing mobile applications such as email, instant/text messaging, search, social networking, voicemail-to-text and others.

“Consumers have clearly expressed the need for mobile device interfaces that are easier to use, especially in situations where typing is difficult or dangerous, and the most obvious solution is voice,” said Igor Jablov, CEO of Yap. “A voice interface makes interacting with the tools we use daily for productivity and communication, like text, email and search, more effortless than typing, which can be complicated, slow and unsafe. With the Yap SDK for iPhone, developers can quickly take advantage of our machine-based speech-to-text technologies to build first class, voice-driven applications.”

“Today's speech technology, enhanced by Yap innovations, allows the voice user interface to mimic the text search interface—just say what you want and get the results,” explained Bill Meisel, President of TMA Associates and Publisher & Editor of *Speech Strategy News*. “For the small form-factor of mobile phones, the speech model is an intuitive alternative to inconvenient, and often unsafe, typing.”

The Yap SDK for iPhone is available through the Company's recently announced partner program, an initiative focused on establishing a diverse community of organizations dedicated to the proliferation of speech input for mobile applications. Yap has closely collaborated with industry pioneers such as 4DK, AOL, ArdaCOM, GotVoice, MyCaption, SHAPE Services and YouMail to build voice technology into a variety of consumer applications.

For example, SHAPE Services recently announced that they are using Yap's technology to speech-enable future versions of their award-winning IM+ instant messaging application, which is currently the best selling all-in-one mobile instant messenger available in the App Store.

Yap employs a multi-disciplinary team with years of experience in audio semiconductors and speech recognition, working previously on innovative products such as Apple's iPod, IBM's ViaVoice for Mac and Nuance's Dragon Naturally Speaking.



For more information or to schedule a meeting with a Yap representative at the Apple Worldwide Developers Conference, please visit www.yapme.com.

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About Yap

Founded in 2006, Yap pioneered the world's first fully automated voice-to-text platform for communications service providers. The Company's award-winning speech recognition technologies provide the foundation for innovative applications such as voicemail-to-text, speech-enabled mobile messaging and voice search. Yap's 100% machine-based approach gives its customers a cost-effective solution that is fast, scalable and secure. The Company is headquartered in Charlotte with offices in Atlanta, Boston and San Francisco, and is financed by SunBridge Partners and Harbert Venture Partners. For more information, please visit www.yapme.com.

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