

LEACO RURAL TELEPHONE CO-OP SELECTS VOICE VERIFIED TO PROTECT CUSTOMERS FROM IDENTITY FRAUD

Leaco's Verbal ID* is the nation's first deployment of a voice biometric identity authentication service by a telephone company.

NEW HOPE, Pa. (November 12, 2007) - Taking a bold stand to protect its customers from identity theft, Leaco Rural Telephone Cooperative, the leading provider of wired and wireless telecommunications and high speed Internet services for Southeastern New Mexico, announced today that it has deployed Verbal ID*, its brand of voice biometric service from VoiceVerified® Inc. of New Hope, Pa.

Using the authentication services of VoiceVerified®, Hobbs, NM-based Leaco is now able to protect its customers against identity theft using a streamlined call flow process that eliminates the need for passwords, access codes and disclosure of private information. This allows callers to use their voice, their unforgettable password*, thereby providing greater accuracy, flexibility and security which results in a superior customer experience. Leaco is the first telecommunications provider in the United States to deploy this technology as an integral part of its ID & A strategy.

VoiceVerified® will prompt Leaco customers to repeat a random 5-digit number for positive identification in just a few seconds using their on-demand hosted voice biometric service. Once their identity is authenticated, callers are able to easily continue accessing their account, without the need to remember personal passwords or PIN numbers or to divulge any other demographic or private information for authentication. Under a new federal order, telecommunications providers must secure private customer information (CPNI) against unauthorized access and disclosure.

According to Avivah Litan, Vice President and Distinguished Analyst, Gartner Inc., "Telecommunications carriers of all sizes would benefit from implementing a voice-based authentication scheme within their call center."

"We are thrilled to provide the people of Southeastern New Mexico with faster, simpler customer service while protecting them against identity theft," said Laura Phipps, General Manager and Executive Vice President. "By taking the lead with this exciting new technology, we are protecting our customers' privacy as well. People shouldn't be forced to choose between convenience and security - they

deserve both."

Adds Avivah Litan, "In order to be successful with any form of authentication for consumer applications, you must assure convenience without sacrificing security and privacy."

"We thought it was much better for our customers to use Verbal ID* rather than make them manage yet another set of PINs or passwords. Verbal ID* is more secure than a PIN or password, and so much more convenient," commented Phipps.

Leaco will use VoiceVerified®'s technology initially to authenticate the identity of customers whenever they call into Leaco's contact center, and envisions future uses of VoiceVerified's service to authenticate customers in its stores, business offices, and online.

"A person's voice is as unique as their fingerprint. We believe Leaco's customers will feel secure using VoiceVerified® service, because it gives them a way to keep their information private with nothing to remember, nothing to lose and no worry of it being stolen," said Jeff Randol, CEO of VoiceVerified®. "We feel privileged to be working with Leaco as our first telecommunications partner in voice authentication. They've been a trusted service provider for many years, and have taken a leadership position in the fight against identity theft."

"Nothing could be more natural for our customers to use than their voices," adds Phipps of Leaco. "Isn't it refreshing that a high technology company has found a way to make things simpler, easier and more secure for people? We are pleased that VoiceVerified® has enabled us to serve our customers better."

About Leaco Rural Telephone Cooperative Leaco is Southeastern New Mexico's leading provider of wired and wireless telecommunications and high speed internet services, serving a population of nearly 175,000 people including the cities of Artesia, Carlsbad, Dexter, Eunice, Hobbs, Roswell and Tatum, NM. Leaco provides wireless cellular, PCS, Wi-Fi, paging and DSL services; local and long distance telephone services; wired dial-up, DSL and high speed Internet services; wireless television programming; and competitive local telephones services via a fiber optic ring. For more information, visit www.leaco.net.

About VoiceVerified®

VoiceVerified® service automates biometric verification for remote transactions online, in call centers, via IVR and other remote

applications where assuring identity is required. The service is ideal for call centers, financial institutions, telecommunications, healthcare, employers, merchants and organizations that must protect the identity and privacy of their consumers, employees and/or citizens. Delivered through its secure Point Service Provider® platform, the telephony-based service requires virtually no hardware, licensed software or modifications to existing systems. Non-intrusive, economical and accurate, VoiceVerified® provides enterprises with a crucial layer of security to enhance and safeguard their corporate image, brand and consumer relationships. VoiceVerified® is based in New Hope, PA, and grew through the acquisition and development of voice authentication technologies.

For more information, visit www.voiceverified.com.