

**FOR IMMEDIATE RELEASE**

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**Blue Calypso Partners with The Partnership at Drugfree.org  
to Deliver the Power of ‘Social Fundraising’**

*Calyp® For A Cause Offers Nonprofits a Gateway to Social Media Influence*

(Dallas, Texas) Jan. 3, 2012 – Blue Calypso, Inc. (OTCBB:BCYP.OB - News) (“Blue Calypso”) today announced the launch of ‘Calyp® for a Cause’, an expansion of the Company’s patented Calyp platform. Blue Calypso, which is at the forefront of digital word-of-mouth marketing, is enhancing Calyp to provide non-profit organizations with an unparalleled way to fulfill their vision and mission using social media. Calyp is a mobile, social loyalty and rewards experience that incentivizes people for sharing the brands and businesses they love with friends via customizable texts and social media posts. When brand advocates share, they earn rewards and cash incentives. The more someone promotes causes and companies, and the more their friends promote the same, the more rewards and cash they can earn.

“We are an ideal partner for nonprofit organizations because we give them a way to take advantage of social in a relevant way and offer them a unique platform that allows them to fulfill their vision for the communities they serve,” said Andrew Levi, Blue Calypso’s Chairman and CEO.

The first nonprofit to leverage of the Calyp platform is The Partnership at Drugfree.org. “We are thrilled and grateful Calyp is helping us share our critical brand messages with their large loyalty rewards and Endorser community. This unique opportunity to expand our reach and connect with people motivated by social good to raise money and awareness for our cause is a great fit. I am confident that together we will achieve great things,” said Hilary Baris, Digital Media and Marketing Director for The Partnership at Drugfree.org.

While The Partnership at Drugfree.org is the first organization to join, the Company expects several others to join by the January 30 launch date, giving Endorsers a variety of charitable options from which to choose. “We’re proud to expand Calyp to become a forum for charitable and cause advocacy. This new use of the platform is going to enable non-profit organizations to broaden their audience and increase cause awareness considerably. We’re excited to help so many wonderful organizations go viral,” said Levi.

A recent study from Fenton and GlobeScan suggests that donations to nonprofits next year will remain at 2011 levels “so the opportunity to generate funds via new means is especially appealing in 2012,” said Levi. The survey, which polled nearly 2,500 people in the U.S. and U.K., found that 72% of U.K. respondents and 65% of U.S. respondents say they expect their 2012 giving will remain the same as last year.

“Charities are bracing themselves for a year of lackluster giving and meanwhile looking for new methods of engaging with supporters and increasing giving like only our Calyp platform can provide,” added Levi. Offering them a new way to engage and fulfill their mission is important for the future of the non-profit community.”

The Calyp platform allows Calyp Endorsers to donate their cash earnings to participating non-profit organizations. As Endorsers share campaigns for organizations they love, they will simultaneously advance their chosen cause’s mission and exposure while they earn dollars to donate.

Calyp is available in the iTunes App Store, Android Market, and online at [www.Calyp.com](http://www.Calyp.com).

#### **About Blue Calypso Inc.**

Blue Calypso Inc. is a digital word-of-mouth marketing and advertising company that offers its patented platform, Calyp® to unleash the power of brand advocacy throughout mobile and social media communities. Advocates of brands and businesses use Calyp to share personalized campaigns with friends via texts and social media posts in return for incentives such as perks and cash rewards. Brand advertisers leverage the Calyp campaign management system which includes a collaborative dashboard, ad rendering and campaign distribution engine and comprehensive performance analytics. Calyp is available in the iTunes App Store, Android Market and on [www.Calyp.com](http://www.Calyp.com).

#### **About The Partnership at Drugfree.org**

Ninety percent of addictions get their start in the teenage years. The Partnership at Drugfree.org is dedicated to helping families solve the problem of teen substance abuse. Bringing together renowned scientists, parent experts and communications professionals, this public health nonprofit translates research on teen behavior, parenting, addiction and treatment into useful and effective resources at [drugfree.org](http://drugfree.org). Its “You Are Not Alone” campaign is dedicated to supporting families of the 11 million teens and young adults who need addiction treatment, while the organization’s community education programs reach families at the grassroots level. The Partnership at Drugfree.org mission to help parents prevent, intervene in and find treatment for drug and alcohol use by their children depends on donations from individuals, corporations, foundations and the public sector. We are thankful to SAG/AFTRA and the advertising and media industries for their ongoing generosity.

#### **Forward Looking Statements**

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties, and other unknown factors that could cause the actual results of the Company to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms "believes," "belief," "expects," "intends," "anticipates," "will," or "plans" to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's reports filed with the Securities and Exchange Commission.

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