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Cleartronic Launches New Corporate Website

BOCA RATON, FL -- (MARKET WIRE) -- 07/13/11 -- Technology development company Cleartronic, Inc. (OTCBB: CLRI) today announced the launch of a new corporate website, www.cleartronic.com.

"With the re-launch of Cleartronic," observed [Cleartronic CEO and Chairman Dana Waldman](#), "we are taking the Company and its technology into new and different application areas. This is just the beginning of a dynamic time for us. It is imperative that we provide effective, timely communications that keep current and potential shareholders informed. So we are especially pleased to announce the launch of the Cleartronic website, which will serve as the backbone of our communication efforts."

"Over the next several weeks and months," Waldman concluded, "we will continue to add important information to the website about the new applications for our technology and intellectual property. Beyond the unified communications solutions we offer through our subsidiary, [VoicelInterop](#), we are exploring opportunities in [machine-to-machine markets](#), [cloud communications](#), and 'smart grid' applications. At all levels of our company, we look for ways that technology can respond to changes in the marketplace. Over the next several weeks, we will define commercialization paths that have the best probability of being exploited and monetized by Cleartronic solutions. These are exciting times for Cleartronic shareholders, Cleartronic employees, and Cleartronic customers."

About Cleartronic, Inc.

Cleartronic, Inc. (OTCBB: CLRI) is a technology holding company that creates and acquires operating subsidiaries to develop, manufacture and sell products, services and integrated systems serving a range of market applications, from business enterprises to consumer products and services.

Cleartronic's central mission is to leverage its underlying core technology and proven competencies into new, high-growth market applications, including the development of consumer products targeting large domestic and global markets.

VoicelInterop, Inc., a wholly-owned subsidiary, is a leading provider of end-to-end, unified communications systems and solutions. Its [AudioMate Gateway](#) product line, along with other hardware and software, provide unparalleled interoperability by harnessing the data management power of Voice over Internet Protocol (VoIP) and other open communications standards. VoicelInterop solutions allow customers to seamlessly link a wide variety of otherwise incompatible communications devices and networks, including two-way radios, cellular phones, PDAs, and tablet PC devices, into an [integrated communication system](#).

VoiceInterop's systems are deployed by commercial enterprises, as well as in emergency services applications, mission-critical airport communication systems, and educational institutions.

Safe Harbor Statement

This press release may include predictions, estimates, opinions or statements that might be considered "forward-looking" under the provisions of the Private Securities Litigation Reform Act of 1995. Such statements generally can be identified by phrases such as Cleartronic or its management "believes," "expects," "anticipates," "foresees," "forecasts," "estimates," or other, similar words or phrases. Similarly, statements herein that describe Cleartronic's business strategy, outlook, objectives, plans, intentions, or goals are also forward-looking statements.

All such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from the expectations of Cleartronic or its management. Investors should not place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this document. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward looking statements in light of new information or future events. Investors should also review Cleartronic's most recent Form 10-K and Form 10-Q filings for a more complete discussion of these factors and other risks, particularly under the heading "Risk Factors."

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