

NEWS RELEASE

PROTOCOLL'S TITLEMATCH SIGNS DEAL WITH CITY LIGHTS HOME ENTERTAINMENT

Top Tier US Films From \$37 Billion Industry Added To TitleMatch DVD On-Demand Service

New York City, N.Y., September 27, 2007 -- TitleMatch Entertainment Group, a subsidiary of Protocall Technologies Incorporated (OTCBB:PCLI) and developer of the world's first CSS enabled DVD On-Demand™ service for retailers and etailers, today announced a movie licensing agreement with City Lights Home Entertainment.

The deal introduces a range of top tier films to the TitleMatch DVD On-demand service. Included in the lineup from City Lights is David Wain's comedy "The Ten" starring Jessica Alba, Winona Ryder, Paul Rudd and Adam Brody; "Brooklyn Rules" starring Alec Baldwin and Freddie Prinze Jr.; the controversial thriller "Descent" starring Rosario Dawson; "Suicide Killers" – a documentary by noted French filmmaker Pierre Rehov; AMC's "Movies 101" featuring NYU Films School's Professor Richard Brown as well as other theatrically released films, documentaries and TV series.

"We identify with the sprit of innovation being advanced by TitleMatch and look forward to working with them as their DVD on-demand service becomes available everywhere." said Sal Scamardo, President, City Lights Home Entertainment.

"City Lights is one of the fastest growing and most respected independent film studios in the \$37 billion US movie business," said Syd Dufton, President of TitleMatch Entertainment Group. "As evidenced by their steady stream of highly successful films and television projects, City Lights is rapidly becoming a formidable industry player. We are proud to be working with them and to have their films available through our DVD on-demand service."

About City Lights Home Entertainment

City Lights Home Entertainment is a wholly owned division of City Lights Media Group, which is now in its 24th year of operation. In the last three years, the company has experienced dramatic growth and diversification. Founded by brothers Jack, Joe and Danny Fisher as a film post-production and distribution house, the company has emerged today as one of the most respected and fastest growing media companies engaged in film, television, and digital media with over 80 employees. The company is involved in the financing, development, production and distribution of critically acclaimed major motion pictures, top rated television series, and cutting-edge digital media. The company also is home to one of the largest post-production facilities in the country.

About TitleMatch Entertainment

A division of Protocall Technologies Incorporated (OTCBB:PCLI), TitleMatch Entertainment Group is the innovator of on-demand content distribution. Its flagship TitleMatch DVD On-Demand™ service allows retailers to burn brand-name CD and DVD products at their stores and website distribution centers. The company's proprietary systems enable retailers to reduce their reliance on costly physical inventory, expand their selection of products, eliminate shrinkage and out-of-stock situations, speed time to market for new products and improve their operating margins with minimal space requirements. In January 2007, TitleMatch unveiled a first of its kind DVD On-Demand service with CSS (Content Scramble System) encryption, the same content protection scheme used on mass-produced discs and incorporated into all DVD players. Visit www.TitleMatch.com for more information.

This news release along with other investor information about Protocall Technologies is available at <http://www.agoracom.com/IR/Protocall>. To receive future news releases or request further information about Protocall Technologies, please email PCLI@agoracom.com.

The information contained in this news release, other than historical information, consists of forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those described in these statements. Forward-looking statements regarding the timing of developing, testing and releasing existing and new products, of marketing and selling them, of deriving revenues and profits from them, as well as the effects of those revenues and profits on the company's margins and financial position, are uncertain because many of the factors affecting the timing of those items are beyond the company's control.

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