

AUSTRALIAN STOCK EXCHANGE RELEASE

**FRESHTEL BOLSTERS LEADERSHIP TEAM WITH APPOINTMENT OF
NEW CFO**

Melbourne, Australia, Monday, 23 July 2007: Freshtel Holdings Limited (ASX:FRE) has appointed former Sensis CFO and GM of International Strategy, John Coates to the role of Chief Financial Officer.

Rhonda O'Donnell, CEO of Freshtel, said John's combination of strategic and financial management in the telecommunications industry, in particular his experience in international strategy and negotiating and integrating mergers and acquisitions, made him a key addition to the leadership team.

"I am delighted to welcome a business leader of John's calibre to the Freshtel team. While he will be very much focused on improving the financial performance of the company, he will also play an important strategic role in identifying opportunities for growth and seeing these to fruition."

"Freshtel regards this appointment as fundamental in providing firm foundations for continued growth and entry into the next stage of our evolution as a leading developer and wholesaler of internet telephony solutions."

John Coates held the role CFO and GM of International Strategy at Sensis from 2001 through until 2007. Over the past four years he successfully negotiated and integrated seven mergers and acquisitions, and developed the strategy for investment in Asia.

He has also worked in senior financial and commercial roles at Telstra, Lockwood, Email and Amcor Fibre Packaging. He has a Diploma of Commerce, a Graduate Diploma in Accounting and an MBA (International) and is a Fellow of CPA Australia.

John's appointment to Freshtel is effective from 23rd July 2007.

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About Freshtel Holdings

Freshtel Holdings Limited (ASX:FRE) is an Australian internet telephone technology company that develops and markets VoIP telephony products and services. Freshtel Holdings Limited offers end-to-end white label VoIP solutions to wholesale customers globally through its wholly owned subsidiaries, Voicedot Networks and Virbiage and has a direct-to-market retail channel through www.freshtel.net

For further information please contact:

Investor Relations:

Rebecca Wilson
IR – Buchan Consulting
Ph: +61 2 9237 2800 / 0417 382 391
E: rwilson@bcg.com.au

Peter Warner
Director – Corporate Affairs
Freshtel Holdings
Ph: (02) 8669 9600

Media Enquiries:

Kyahn Timms
Media Consultant to Freshtel – Buchan
Ph: (03) 9866 4722 / 040 101 8828
E: ktimms@bcg.com.au