



## Ooma Launches MyPhone, a Modern Landline for Kids as Parents Delay Smartphones

May 5, 2026

**Advanced safety features built on Ooma's trusted phone platform – launching nationwide at Walmart**

SUNNYVALE, Calif.--(BUSINESS WIRE)--May 5, 2026-- Ooma, Inc. (NYSE: OOMA), a smart communications platform for businesses and consumers, today announced the launch of MyPhone™, a modern landline designed specifically for families with kids, with availability beginning nationwide on Walmart.com and expanding to Walmart stores across the country in the coming months.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260505463355/en/>



MyPhone by Ooma is a modern home phone designed for kids whose parents want to delay smartphone use while keeping them connected.

Across the country, parents are delaying smartphones as concerns grow around social media exposure, excessive screen time, cyberbullying, and unwanted contact from strangers. But many families still want their children to stay connected with friends and relatives — without the distractions and risks that come with smartphones. As

a result, families are rediscovering the value of the household landline — a simple way for kids to communicate while avoiding social media, apps, and endless notifications.

MyPhone delivers the solution many parents have been asking for: a modern landline phone service that keeps kids connected with friends and family while giving parents greater visibility, control and peace of mind.

Built on Ooma's trusted cloud-based home phone platform used by households across North America, MyPhone brings the reliability and scale of a proven communications provider to this fast-growing parenting movement.

"There's a growing body of research suggesting that delaying smartphone use can be beneficial for younger children. MyPhone brings together the simplicity and safety features parents want for their children with the reliability they expect from Ooma," said Jim Gustke, senior vice president of marketing at Ooma. "Kids get the freedom to call friends and grandparents, while parents rest assured their child's phone is designed to keep them safe."

### A Safe and More Complete Phone Experience for Kids

MyPhone combines the simplicity of a home landline with advanced safety and parental controls not typically found in basic children's calling devices today.

Features include:

- **Trusted Circle Calling** — Allows calls only between approved contacts.
- **Quiet Hours** — Blocks all calls during homework, bedtime or family time.
- **Screen-Free Communication** — No apps, texts, social media or internet browsing.
- **Unlimited Calling** — Across the United States, Canada and Mexico.
- **Address-Based 911** — Automatically provides the home address to emergency responders, with the user to update the MyPhone location if it is moved from the registered home address.
- **Emergency Alerts** — Notifies parents or loved ones via text or email if 911 is called.
- **Online Call Logs** — Allows parents to monitor incoming and outgoing calls.
- **Party Line Calling** — Lets kids chat with multiple friends or family members at once.
- **Voicemail** — Allows children to receive messages from friends, grandparents and loved ones with a built-in answering machine on the MyPhone base station.

Kids enjoy the fun of calling friends and family, while parents benefit from modern safety features and greater visibility into their child's communication.

Each MyPhone bundle includes an Ooma base station along with a home phone designed for easy use by kids and families and decorative stickers for personalization. Phones are available in multiple colors including white, black, pink, blue and green. The system connects through the base station and can be installed in minutes using a home internet Wi-Fi connection.

MyPhone service costs \$7.99 per month plus applicable taxes and fees and will initially be available through Walmart.com at \$79.99 plus applicable taxes as well as [MyPhone.com](https://www.myphone.com) and [Ooma.com](https://www.ooma.com). The product will expand to Walmart stores nationwide by fall of 2026, along with other retailers.

Parents and families can learn more about MyPhone, explore available phone options and get started at [www.myphone.com](https://www.myphone.com).

### Forward-Looking Statements

This release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of

the Securities Exchange Act of 1934, as amended. Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." The forward-looking statements contained in this press release include, without limitation, statements related to the functionality, features and benefits of MyPhone. Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the actual results to be materially different from any future results expressed or implied by such forward-looking statements. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in Ooma's filings with the Securities and Exchange Commission, including under Item 1A, "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2026, filed on April 3, 2026, and in its subsequent reports on Forms 10-Q and 8-K. Investors are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date they are made. Ooma undertakes no obligation to publicly update or revise any forward-looking statement, whether because of new information, future events or otherwise.

#### **About Ooma**

Ooma (NYSE: OOMA) delivers phone, messaging, video and advanced communications services that are easy to implement and provide great value. Founded in 2003, the company offers Ooma Office for small to medium-sized businesses seeking enterprise-grade features designed for their needs; Ooma AirDial for any business looking to replace aging and increasingly expensive copper phone lines; Ooma 2600Hz for businesses that provide their own communications solutions built on an outsourced underlying platform; and Ooma Telo for residential consumers who value a landline experience at a more affordable price point. Ooma's award-winning solutions power more than 2 million users today. Learn more at [www.ooma.com](http://www.ooma.com) in the United States or [www.ooma.ca](http://www.ooma.ca) in Canada.

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Source: Ooma, Inc.