



## Vringo and FusionSports to Create Exclusive Sports Star Video Ringtones

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### Exclusive Content Deal is First-of-Its-Kind

NEW YORK, Jul 27, 2010 (GlobeNewswire via COMTEX) --

Vringo, Inc., (NYSE Amex:VRNG) a provider of video ringtones and personalization solutions for mobile devices, and FusionSports Marketing Group ("FusionSports"), a multi-disciplinary design and athlete marketing agency, today announced that they are working together to create exclusive content for the Vringo platform. Initially, the companies anticipate distributing new video ringtone content, for purchase, from FusionSports clients including: Ray Lewis; Derrick Johnson; Donnie Avery; Rashard Lewis; Doc Patton; Kenny "The Jet" Smith; Marshevet Myers, with other elite athletes to follow. To facilitate this new category of specialized video ringtone content, Vringo will create new athlete-branded web pages for FusionSports clients creating multiple video ringtone clips.

Jon Medved, Chief Executive Officer of Vringo, said, "With FusionSports' exclusive content for Vringo, we are opening up a brand new category of content and revenue through professional sports. Fans of FusionSports' pro athlete clients using advanced mobile phones will now be able to personalize their cellphones with entertaining and exclusive content featuring certain of their favorite sports figures. It is a 'no-brainer' that this has significant potential to be a very active market in the video ringtone space as it comes at the nexus between deep fan interest and exciting digital content."

Ashley L. De Walt, Chief Executive Officer of FusionSports, said, "We are very pleased and excited to ramp up our relationship quickly with Vringo to provide our professional sports clients with a new and exciting technology to expand and deepen fan awareness and interaction. The unique ability of Vringo users to call and share their favorite content with 'buddies' takes social networking to a whole new level. Now fans will have the ability to use content from certain of their favorite sports figures as a personal 'calling card' to ring on the phone of buddies when they call. Given the unique features of the Vringo service and platform, we have high hopes and expectations for the value of the video ringtone market opportunity for our clients."

The creation of this content is pursuant to an existing agreement that the two companies previously signed.

#### Forward-Looking Statements

This press release includes forward-looking statements that involve risks and uncertainties. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ from the forward-looking statements. Vringo expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

#### About FusionSports Marketing Group

FusionSports Marketing Group is a multi-disciplinary design and athlete marketing agency that focuses on digital branding for elite professional athletes and sports brands worldwide. Through social media networking platforms and applications, FusionSports connects the elite pro athlete to his fan base world-wide. FusionSports develops and integrates an ROI-focused action plan across digital channels deploying a variety of athlete branded digital content, merchandise, official websites and more that create synergetic and high margin revenue streams for clients in today's digital world. For more information, visit <http://fusionsportsinc.com>.

#### About Vringo

Founded in 2006, Vringo is bringing about the evolution of ringtones. With its award-winning video ringtone application and Web platform, Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. By installing Vringo's application, which is compatible with more than 200 handsets, users can create or take video, images and slideshows from virtually anywhere and make it into their personal call signature. For more information, visit <http://www.vringo.com>.

For more information about how video ringtones work, visit [www.vringo.com/p\\_video\\_ringtones.html](http://www.vringo.com/p_video_ringtones.html).

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