

XpresSpa Group

Vringo Launches New Music Video Remix App Platform for Android

January 18, 2011

Mobile Video Remix Platform Launches in Partnership With T-Pain's Nappy Boy Entertainment

New App Allows Users to Create, Remix and Share Music Videos on YouTube, Twitter and Facebook

NEW YORK, Jan. 18, 2011 (GLOBE NEWSWIRE) -- Vringo, Inc. (NYSE Amex:VRNG), a provider of video ringtones and personalization solutions for mobile devices, today announced that Vringo has launched its new mobile, music video remix platform with T-Pain's label, Nappy Boy Entertainment. T-Pain had previously been responsible for one of the best-selling music apps of all time on iPhone. Vringo is currently launching the Android version of the app and expects to release an iPhone version shortly.

GetJar, the world's second largest app store, is exclusively distributing the free, ad-supported Android app. A \$2.99 premium version of the app is available on the Android Market.

The new platform allows artists and brands to take their existing audio-visual content and transform it into a customizable app experience. By breaking down a piece of content's audio and video into controllable parts, the app empowers users to create their own customized mixes by tapping different visual and audio elements on an interactive soundboard. Finished mixes can be played, shared and posted across social media and the web on YouTube, Twitter and Facebook. Nappy Boy is the first to partner with Vringo on this platform, but it is expected that other major artists will release additional versions soon.

Andrew Perlman, President of Vringo, said, "This application launch is a key milestone for us as it widens the portfolio of mobile products that Vringo offers. This new app platform leverages Vringo's core capability -- developing unique video entertainment for advanced mobile phones."

"Music videos are one of those areas that just traditionally has not seen a whole lot of innovation. We believe this new platform is a first step in really changing that," said Sakinah LeStage, co-producer of the app, from Nappy Boy Entertainment.

Vringo's fully-hosted carrier platform is currently deployed for international partners in five markets with new launches anticipated soon. Vringo's scalable, cloud-based, distributed application architecture enables a carrier's subscribers to browse and download mobile videos, set them as video ringtones and instantly share them with friends. In addition to carrier partners, Vringo has content partnerships with major artists, celebrities and content providers including T-Pain, Muhammad Ali, Turner, Marvel, Hungama Mobile, RTL and Ingrooves.

About Nappy Boy Entertainment

Established by mega-platinum-selling, multi-Grammy-winning artist and producer T-Pain, Nappy Boy Entertainment recently released (in association with Atlantic Records and Fueled By Ramen) the debut solo album from Travie McCoy, whose single "Billionaire" hit No. 1 and has sold over 2.6 million copies to date. T-Pain also recently launched Nappy Boy Publishing, which currently publishes Tha Bizness (who produced Young Money's "Every Girl In The World" and Chris Brown's current single, "No BS," currently Top 20 on the Urban Chart and climbing quickly), David Balfour (who wrote on T-Pain's "Can't Believe It" and "Chopped And Skrewed") and Young Fyre (who produced T-Pain's "Rap Song" featuring Rick Ross). Nappy Boy Digital is also part of the company umbrella and is the industry's first digital-only label. The Nappy Boy Digital roster includes Tay Dizm and Young Cash.

About Vringo

Founded in 2006, Vringo (NYSE Amex:VRNG) is bringing about the evolution of ringtones. With its award-winning video ringtone application and mobile software 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. Vringo's patented VringForward(TM) technology allows users to share video clips with friends with a simple call. Vringo has launched its service with various international mobile operators and dozens of content partners, and maintains a library of more than 5,000 video ringtones. For more information, visit <http://ir.vringo.com>.

For more information about how video ringtones work, visit www.vringo.com.

The Vringo, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8289>

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.

This news release was distributed by GlobeNewswire, www.globenewswire.com

SOURCE: Vringo, Inc.

CONTACT: Vringo, Inc.

Jonathan Medved

CEO

Email: jon@vringo.com

Phone: +1 646-525-4319 x 2501

Investor Relations Firm:

Crescendo Communications, LLC

John J. Quirk / David K. Waldman

Email: vrng@crescendo-ir.com

Phone: +1 212-671-1020