



## Vringo Launches Video Ringtone Service With Orange in the UK

February 3, 2011

### First Launch With a Major European Carrier

NEW YORK, Feb 3, 2011 (GlobeNewswire via COMTEX) --

Vringo, Inc. (NYSE Amex:VRNG), a provider of video ringtones and next generation personalisation solutions for mobile devices, today announced that it has commercially launched its video ringtone platform service with Orange UK, one of the UK's largest mobile communications companies. This launch follows Vringo's previously-announced carrier partnership with Everything Everywhere Limited, which operates the Orange brand.

"This launch is an important milestone for Vringo," said Jon Medved, Vringo's Chief Executive Officer. "The UK is one of the most robust and advanced telecommunications markets in the world, and we believe a successful commercial launch with Orange will drive our growth. This is a dynamic time for Vringo as we have reported strong subscriber numbers in our test market in Malaysia and are moving forward with launches in the U.S. and Singapore. In addition to the launch with Orange, we anticipate announcing additional distribution channels and new content to enhance and support our commercial launch in the UK."

The Vringo video ringtone service, which will be provided to Orange UK customers, consists of a Web, WAP and mobile app experience that enables customers to create, download and share high-quality video ringtones. Orange UK customers will have access to all of the Vringo platform's service capabilities including Vringo's extensive content library of over 5,000 video ringtone clips.

Vringo's fully-hosted carrier platform is currently deployed for international partners in six markets with new launches anticipated in the next quarter. Vringo's scalable cloud-based distributed application architecture enables the 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 content providers including EMI, T-Pain, Tiesto, Muhammad Ali, Turner, Marvel, Discovery Mobile, RTL, Ingrooves and Agence France-Presse.

#### About Orange

Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With almost 131 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population, and 3G coverage to more than 93%.

Orange and any other Orange product or service names included in this material are trademarks of Orange Brand Services Limited.

On July 1, 2010, the company became part of Everything Everywhere, one company that runs two of Britain's most famous brands -- Orange UK and T-Mobile UK -- with plans to transform the industry by giving customers instant access to everything, everywhere, offering them the best value, best choice and best network coverage in the country. Everything Everywhere Limited is the UK's biggest communications company, with a combined customer base of almost 28 million people and more than 720 retail stores across the country. Everything Everywhere Limited is registered at Hatfield Business Park, Hatfield, Hertfordshire, AL10 9BW under the registered company number 02382161.

For more information, please call the Orange Press Office at 0870 3731500, or visit <http://www.orange.co.uk/newsroom>

#### 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/p\\_video\\_ringtones.html](http://www.vringo.com/p_video_ringtones.html).

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](http://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