



## Vringo Launches Innovative New Facetones Product on the Android Market

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### Facetones Integrates with Facebook(R) and Provides a New Way to Get Automatic, Visually Exciting Social Content Each Time a User Makes or Receives a Phone Call

NEW YORK, May 05, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a leading provider of software platforms for mobile video services and video ringtones, today announced the availability of its new Facetones(TM) product as a paid beta on the Android Market. This is a new Vringo product designed to deliver a fun and visually exciting social update to a phone each time a user makes or receives a phone call.

Initially available for Android users, with additional mobile operating platforms going into development soon, this product will automatically create an automated video slide show out of friends' photos and then plays this video each time a user makes or receives a call. Facetones will initially connect with Facebook(R), the world's leading social media site, providing for a significantly enhanced mobile experience for people who use social media as a means of communication. The company expects to integrate Facetones with other social networks and photo sites in the near future.

"Vringo has always been about making ringtones social and visual. We now are taking this to a new level with Facetones," said Jon Medved, Vringo's Chief Executive Officer. "We believe the fun and exciting experience of getting an automatic video slide show update from your friends before speaking to them will help define the future of social mobile experiences."

"Facetones continues Vringo's tradition of innovation and leadership in mobile personalization," said Andrew Perlman, Vringo's President. "Today you can see this for yourself on the Android Market. We have already generated considerable interest among carrier partners for this new product and we hope to share news of upcoming launches for Facetones soon."

Vringo offers a range of fully-hosted mobile video platforms for partners and consumers. Vringo's award winning video ringtone platform is currently deployed with international partners in eight markets with new launches anticipated in the current 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. Vringo has also recently launched its new Video ReMix product, which allows users to create their own video mix by simply tapping a smart phone or tablet and adding their own user-generated content.

Facetones is a trademark of Vringo, Inc. and is not sponsored or endorsed by Facebook nor is Facebook affiliated with Vringo, Inc.

#### About Vringo

Vringo (NYSE Amex: VRNG) is a leading provider of software platforms for mobile video services and video ringtones. With its award-winning video ringtone application and other mobile software platforms, Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's core mobile application, which is compatible with more than 400 handsets, enables users to create or take video, images and slideshows from virtually anywhere and turn it into their visual call signature. In a first for the mobile industry, Vringo has introduced its patented VringForward technology, which allows users to share video clips with friends with a simple call. Vringo has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said Vringo's application has "to be seen to be believed." Vringo has launched its service with various international mobile operators, holds licensing deals with over 40 major content partners and maintains a library of more than 12,000 video ringtones for users in various territories. For more information, visit: <http://ir.vringo.com>.

For more information about how video ringtones work, visit: [www.vringo.com](http://www.vringo.com).

#### 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.

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