



## Vringo Releases Online Video Commentary on its Service in the U.K. and Partnership with The Carphone Warehouse

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### Vringo's President, Andrew Perlman, Discusses Vringo's Initiatives in the U.K. and Recently Embedded Service in the New 'INQ Cloud Touch' Social Smartphone

NEW YORK, May 27, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile video applications and video ringtones, today announces the release of an online video about its initiatives in the U.K. market presented by Vringo's President, Andrew Perlman.

The video provides an overview of Vringo's mobile operator partnerships in the U.K. and its recently embedded video ringtone service in the new 'INQ Cloud Touch' social smartphone available only through The Carphone Warehouse and Best Buy U.K.

In the video, Mr. Perlman states, "In the U.K. we've taken a very broad approach. We first launched with Everything Everywhere, which is the biggest mobile operator in the U.K. market."

Mr. Perlman continued, "We also have a very big partnership with the retailer The Carphone Warehouse, which is 50% owned by Best Buy."

Mr. Perlman concluded the video by discussing Vringo's embedded service on the 'INQ Cloud Touch' social smartphone. He stated, "The INQ phone has been known as the 'Facebook Phone' because of the demographic it is targeting and we think the users of that device will also love the Vringo service. So we really look forward to deploying this with The Carphone Warehouse and widening the reach of our application and service."

Vringo's video ringtone app will be the first such platform embedded on Android mobile handsets in the U.K. and will be available to consumers when they start using their new phones. Vringo believes its agreement with The Carphone Warehouse, which is U.K.'s largest independent mobile phone retailer, will further support the introduction of Vringo's video ringtone platform as well as its recently-announced launch of its paid service with Orange.

The video is available at: [www.trilogy-capital.com/autoir/vrng\\_autoir.html](http://www.trilogy-capital.com/autoir/vrng_autoir.html)

#### 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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