



## Vringo Launches Facetones on GetJar, the World's Largest Free App Store

August 31, 2011

### *Vringo Brings Its Innovative New Facetones Product to GetJar's Powerful Global App Distribution Platform*

NEW YORK, Aug 31, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile video applications and video ringtones, today announced it has launched its Facetones product on GetJar, the world's largest free mobile app store.

Vringo's Facetones product creates an automated video slideshow using friends' photos from social media web sites and photo sites and then plays this video slideshow each time the user makes or receives a mobile call. Facetones currently connects with Facebook(R), the world's leading social media site, providing for a significantly enhanced mobile experience for users of social media. An ad-supported version of Facetones will be offered to GetJar's global users at [www.getjar.com](http://www.getjar.com).

"GetJar makes it possible to expand the reach of our Facetones product on a truly global scale," said Andrew Perlman, Vringo's President. "Boasting 2 billion downloads to date, GetJar provides more than 150,000 mobile applications across all major platforms. After the successful launch of our Video ReMix app earlier this year, we are thrilled to be working with GetJar again as we launch Facetones through their mobile platform."

"Facetones is a great example of how to harness the best of mobile social technology and put it to use benefiting the consumer," said Bill Scott, SVP Sales & Business Development at GetJar. "We believe the Facetones application will be well-received by our global user-base."

Vringo offers a range of fully-hosted mobile video platforms for partners and consumers. Vringo's award winning video and mobile social application platforms are deployed with international partners in eleven markets. Vringo's scalable cloud-based distributed application architecture enables subscribers to browse and download mobile videos, set them as video ringtones and instantly share them with friends. Vringo also has content partnerships with major content providers including EMI, T-Pain, Tiesto, Muhammad Ali, Turner, Marvel, Discovery Mobile, RTL, Ingrooves and Agence France-Presse.

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

#### **About GetJar**

GetJar is the world's largest free app store with over 2 billion downloads to date. The company distributes more than 150,000 mobile applications across a variety of operating systems including Android, Blackberry, Java, Symbian and Mobile Web. In 2010, GetJar was named a Technology Pioneer Award Winner by the World Economic Forum and listed by TIME magazine as one of the 10 companies that will change your life. GetJar is headquartered in Silicon Valley with offices in the UK and Lithuania. For more information, please visit [www.getjar.com](http://www.getjar.com) and follow us @GetJar.

#### **About Vringo**

Vringo (NYSE Amex: VRNG) is a leading provider of software platforms for mobile social and mobile video services. With its award-winning video ringtone application and other mobile software platforms - including Facetones, Video Remix and Fan Loyalty - Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's core mobile application enables users to create or take video, images and slideshows from virtually anywhere and turn it into their visual call signatures. 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's three recently developed platforms described below complement its video ringtone platform. Vringo's Facetones(TM) product creates an automated video slideshow using friends' photos from social media web sites and photo sites, which is played each time a user makes or receives a mobile call. Vringo's Video ReMix application, in partnership with music artists and brands, allows users to create their own music video by tapping on a Smartphone or tablet. Lastly, Fan Loyalty is a platform that lets users interact, vote and communicate with contestants in reality TV series, as well as downloading and setting clips from such shows as video ringtones. Vringo's video ringtone application has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said it has "to be seen to be believed." For more information, visit: [www.vringo.com](http://www.vringo.com)

For comprehensive investor relations material, including fact sheets, white papers, conference calls and video regarding Vringo and its applications, please follow the appropriate link: [Investor Portal](#), [White Paper](#), [Overview Video](#) and [Facetones Video](#).

#### **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.

SOURCE: Vringo, Inc.

Company Contact:

Vringo, Inc.

Jonathan Medved, CEO

646-525-4319 x 2501

[jon@vringo.com](mailto:jon@vringo.com)

or

Financial Communications:

Trilogy Capital Partners, Inc.

Darren Minton, President

Toll-free: 800-592-6067

[info@trilogy-capital.com](mailto:info@trilogy-capital.com)

or

Partner Contact:

GetJar, Inc.

Candace Locklear, Mighty PR

510-292-8216

[candace@mightypr.com](mailto:candace@mightypr.com)