

## Vringo Announces Launch of RTL Belgium Campaign to 'Power Up' Vringo Service

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### Marketing Launch to Raise the Bar on Vringo Awareness in Belgium

NEW YORK, Jul 21, 2010 (GlobeNewswire via COMTEX) --

Vringo, Inc. (NYSE Amex:VRNGU), a provider of video ringtones and personalization solutions for mobile devices, today announced that its partner, RTL Belgium, a unit of RTL Group S.A. (Brussels:RTL), which is a division of Bertelsmann, has begun marketing the launch of the mobile personalization platform developed by Vringo through the use of new video advertisements for television use and on the Web through PlugRTL. The video advertisement introduced the new myvringo.be website for Belgian users.

"We are very pleased that our partner is leveraging RTL's huge media distribution outlets to market our joint service. This is an effective way to communicate our exciting technology capabilities to prospective users and is further evidence of the strength of our partnership with RTL Belgium," said Jon Medved, Chief Executive Officer of Vringo. "The new campaign underscores RTL Belgium's interest in supporting our personalization program and reinforces Vringo's continued dedication to delivering innovative applications for mobile users."

Courtesy of RTL Belgium and its relationship to parent company Bertelsmann, the mobile personalization platform has been enhanced to provide Belgian users with a variety of exciting, unique and sought after new video content from shows that include: Nouvelle Star, the extremely popular singing talent contest; Twilight; Desperate Housewives; and Fran&ccedil;ois l'Embrouille's comedic hidden camera program, to name just a few.

"As we raise awareness for our new service launch enabling users to add video applications to mobile phones, it makes perfect sense to develop an ad campaign that relies on video to tell the Vringo story to our customers," said Stephane Coruble, New Business Operations Director of RTL Belgium. "Our new video ad is proving an effective tool allowing mobile users to become more aware of the advantages and excitement associated with Vringo's new ways to access and utilize video applications."

The partnership with RTL offers Vringo's video ringtones, mobile application and social caller ID service to substantially all 11 million mobile subscribers in Belgium providing access Vringo's collection of thousands of original video ringtones as well as content from RTL. Users can access Vringo's award-winning video ringtone application available for more than 200 handsets on Android, BlackBerry, J2ME, Symbian, and Windows Mobile operating systems. By using Vringo's mobile application, users can select their own video ringtones as well as select which clips play on their buddies' phones when they call courtesy of Vringo's VringForward(TM) technology. As part of the new service, some of the world's largest and best-known content producers will mobilize their broadcast content using Vringo.

RTL Belgium is part of RTL Group, the leading production company for television and radio in Europe. RTL Group is a division of Bertelsmann. To view the new RTL Belgium advertisement for the joint service click here: <http://news.vringo.com/?p=449>

#### 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 obligations or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in Vringo's expectations with respect thereto or any change in events, conditions or circumstances on which any statement is based.

#### About Vringo

Founded in 2006, Vringo is bringing about the evolution of ringtones. With its award-winning video ringtone application and Web 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. For more information, visit <http://www.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).

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