



Vringo Announces Agreement With Muhammad Ali Enterprises for Video Ringtones

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NEW YORK, Sep 15, 2010 (GlobeNewswire via COMTEX) --

Vringo, Inc., (NYSE Amex:VRNG) a provider of video ringtones and personalization solutions for mobile devices, today announced an agreement with Muhammad Ali Enterprises LLC ("MAE"). This groundbreaking content licensing partnership with one of the world's preeminent sports celebrities (the "Sportsman of the Century" according to Sports Illustrated), will bring classic moments from the "Greatest's" career to the mobile phone as video ringtones. These video ringtones will initially be made available as premium content to Vringo's approximately 70,000 subscribers in Malaysia and the UAE.

"We are 'floating like a butterfly' to be able to feature video ringtones from the one-and-only Muhammad Ali," said Andrew Perlman, Vringo's President. "This licensed content from the 'Greatest' demonstrates that great video ringtones will come from diverse media origins -- not just from the world of music, but from sports figures and celebrities representing a big part of this growing market," added Perlman.

Vringo will initially launch this new content in Malaysia and the UAE with over 20 video ringtones featuring Muhammad Ali in some of the most amazing moments of his legendary career. No financial terms of the agreement were disclosed.

"We are excited to be opening up new mobile media horizons for Muhammad Ali's content together with Vringo," said Kelly C. Hill, VP of Worldwide Licensing of MAE. "The Vringo video ringtone platform is a great showcase for Ali on the mobile phone."

Vringo's fully-hosted carrier platform is currently deployed for international mobile partners in five markets. Vringo's scalable cloud-based distributed application architecture enables a 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 T-Pain, Turner, Marvel, Discovery Mobile and INGrooves.

About Muhammad Ali Enterprises LLC

Muhammad Ali Enterprises LLC ("MAE") is a California limited liability company. MAE is aggressively involved in a worldwide licensing program, merchandising, television, film, video and Internet projects. For more information on MAE, visit www.Ali.com. MAE is a subsidiary of CKX, Inc., a publicly traded company listed on the NASDAQ Global Market(R) under the ticker symbol "CKXE." Also visit www.ckx.com.

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 videos, 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.

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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