



## Vringo Launches First Paid App and First Paid Content in Ovi Store UK

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### Vringo Application and Content Coincides With Pending Vringo UK Commercial Launch

NEW YORK, Nov 3, 2010 (GlobeNewswire via COMTEX) --

Vringo, Inc. (NYSE Amex:VRNG), a provider of video ringtones and personalization solutions for mobile devices, today announced it has launched its video ringtone application and select paid content on the UK-hosted Ovi Store, offered by Nokia Inc. This is the first time that Vringo is monetizing the Ovi and Nokia distribution channels.

On the Ovi Store, located at <https://store.ovi.com>, Vringo is now offering its video ringtone app to new customers with advanced Nokia phones bundled with a variety of premium content for POUND0.99, POUND1.99 and POUND2.99.

Jon Medved, Vringo's Chief Executive Officer, said, "We are pleased to have integrated the Vringo app and premium content packs onto the Ovi Store, a key distribution source for apps and content for Nokia mobile phones. The timing of this offering coincides nicely with the Orange UK commercial launch planned for Android phone users and expected to be underway later this quarter."

Andrew Perlman, Vringo's President, added that "this paid Ovi launch is consistent with our strategy to aggressively monetize our service across multiple distribution channels when launching with our carrier partners such as Orange UK. Our paid application and paid content items on Ovi will follow our long-running free beta program with Ovi and its predecessor, Mosh, where we had over 250,000 free downloads."

Vringo's fully-hosted carrier platform is currently deployed for international mobile partners in five markets with several new launches anticipated soon. 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 artists, celebrities and content providers including T-Pain, Muhammad Ali, Tiesto, Turner, Marvel, Hungama Mobile, RTL and Ingrooves.

#### About the OVI Store

Constantly updated with fresh ideas from the world's leading developers and media producers, Nokia's Ovi Store gives you access to the latest in free and premium applications, games, videos, ringtones, productivity tools and more. With 140 million total registered users, the Ovi Store has reached the milestone of 2.3 million downloads per day worldwide. An updated Ovi Store has debuted on the newly available Nokia N8 and will roll out soon across the full range of new Symbian smartphones.

For more information, visit: <http://store.ovi.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 video, 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](http://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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