



## Vringo Signs Adult Swim (UK) for New Video Ringtone Deal

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### Content Deal With Turner Broadcasting Provides Access to Popular Content Library

NEW YORK, Nov 29, 2010 (GlobeNewswire via COMTEX) --

Vringo, Inc. (NYSE Amex:VRNG), a provider of video ringtones and personalization solutions for mobile devices, today announced that it has signed an agreement with Turner Broadcasting in the UK. Under the terms of the agreement, Turner Broadcasting will license Adult Swim content to Vringo, which will create video ringtones using content from a range of popular Adult Swim television shows including Robot Chicken, Aqua Teen Hunger Force and Metalocalypse.

Vringo will make the new Adult Swim video ringtone content available for purchase on the Android Marketplace, Nokia's Ovi Store and the stores of mobile operators such as Orange UK where Vringo will be launching its service later this quarter.

Andrew Perlman, President of Vringo, said, "Adult Swim has some of the most iconic video content out there, which is aimed squarely at a demographic which is most active in this space. We believe that these cult favourites will rock our customers and their friends in the UK and the availability of this content will enhance our anticipated UK launch later this quarter."

Joe Braman, Commercial Director, Mobile, DVD and Digital, Turner CN Enterprises, said, "We are delighted to be offering our fans in the UK a way to get their favourite Adult Swim moments on their phones as video ringtones. This fantastic new deal with Vringo taps into our broader objective to distribute Adult Swim content as widely as possible across all available platforms."

Vringo's fully-hosted carrier platform has now been deployed for international mobile partners in five markets. Vringo's scalable cloud-based distributed application architecture enables the 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, Marvel, Discovery Mobile, Ingrooves and Agence France-Presse.

#### About Adult Swim

Operated by media giant Turner Broadcasting, Adult Swim is a cutting-edge comedy brand aimed at adults 18-34. The hub of Adult Swim content in the UK is online portal [www.adultswim.co.uk](http://www.adultswim.co.uk), which features both long and short form content, games and social networking extensions. A TV deal was struck in June 2010 to showcase some of the best Adult Swim shows on FX, as part of the channel's Saturday night comedy line-up. Adult Swim programming is non-conformist and irreverent, with a comedy soul. Shows such as Robot Chicken and Aqua Teen Hunger Force have earned the brand a discerning and loyal following in the UK.

Adult Swim is available in the UK on [www.youtube.com/adultswimuk](http://www.youtube.com/adultswimuk), Playstation Home and iTunes, via mobile on Mobix, Sky mobile and Orange Mobile, and on VoD services BT Vision and LoveFilm. It can also be found on social networking sites [www.facebook.com/adultswimuk](http://www.facebook.com/adultswimuk), [www.fxuk.com/shows/adult-swim/](http://www.fxuk.com/shows/adult-swim/) and [www.twitter.com/AdultSwimUK](http://www.twitter.com/AdultSwimUK). Additionally, there is a DVD distribution deal in place with Revolver.

#### 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).

The Vringo, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8289>

#### 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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