



Vringo Partners With Zed UK

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Leading Ringtone Company Will Distribute Vringo Application and Supply New Content for Upcoming Vringo UK Launch

NEW YORK, Dec 2, 2010 (GlobeNewswire via COMTEX) --

Vringo, Inc. (NYSE Amex:VRNG), a provider of video ringtones and next generation personalization solutions for mobile devices, today announced a new partnership agreement with Zed, the largest global creator and distributor of digital entertainment, with a sophisticated marketing expertise to drive sales for digital networks. Under the partnership agreement, Vringo will grant a license to distribute the Vringo video ringtone platform application to Zed customers. In addition, Zed will create and supply new video ringtone content to coincide with Vringo's previously announced launch with Orange in the UK anticipated in the current quarter. Financial terms of the partnership were not disclosed.

Zed will introduce the Vringo app to its customers through storefronts, subscription clubs, portals and other means of distribution. Similarly, Zed will produce and make available new premium and basic content to coincide with the pending Vringo paid service launch with Orange UK.

Jon Medved, Vringo's Chief Executive Officer, said, "We are honored to be partnering with Zed, a true leader in the mobile industry and which has agreements with 130 wireless operators and multimedia companies all over the world, and a significant footprint in the UK. Initially we will work closely with Zed on enabling new content and distribution of our unique video ringtone service in the UK for our upcoming Orange launch. We view this as a major vote of confidence in the new business of video ringtones."

Michalia Negri, Zed Country Manager, United Kingdom, said, "As the leader in the Mobile Value Added Services (MVAS) industry, Zed is pleased to be able to work with innovators such as Vringo. We look forward to adding relevant video ringtone content for the UK audience as well as assisting in distribution of the Vringo application and service. Vringo's video ringtones bring a whole new dimension to personalization that will resonate well with our end users."

Vringo's fully-hosted carrier platform is currently deployed for international partners in five markets, with new launches anticipated in the fourth quarter. 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 Zed Worldwide

Zed is a global cross platform publisher of digital content & entertainment for digital networks. Zed's publishing business is made up of three complementary activities: content production, distribution of content in digital networks and marketing expertise reaching global markets. The company develops and markets social entertainment products and services, broadcasting and cinema products and social and community products for Internet, PC, mobile and TV. Zed's production is adapted to digital convergence covering digital content's value chain. In order to improve this convergence, Zed has two renowned specialized units: Ilion and Pyro, dedicated to developing all the creativity and visual performance of Zed's products. Zed has an unparalleled distribution reach as the number one global mobile content distributor. The company operates in 61 countries in 5 continents with 1,500 employees, 50% of them dedicated to R&D. Zed products are available for more than 380 million potential consumers through exclusive agreements with 130 wireless operators and multimedia companies all over the world. To learn more visit www.zed.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.

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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