

Vringo to Be Embedded in the New 'INQ Cloud Touch' Social Smartphone in the U.K.

05/03/11

Available Only at Best Buy U.K. and The Carphone Warehouse, U.K.'s Largest Independent Mobile Phone Retailer

NEW YORK, May 03, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a leading provider of software platforms for mobile video services and video ringtones, today announced an agreement with The Carphone Warehouse, the U.K.'s largest independent mobile phone retailer, under which the Vringo app will be embedded in the INQ Cloud Touch. This is the first in a range of Android phones designed, according to INQ, to "deliver an all new Facebook(R) mobile experience" for "people who use Facebook as their primary means of communication." This new INQ Cloud Touch phone will be available only through The Carphone Warehouse and Best Buy U.K.

Vringo's app will be the first video ringtone platform to be embedded on select Android mobile handsets in the U.K. and thereby immediately available to consumers when they start using their new phones. This agreement with Great Britain's largest independent mobile phone retailer will further support the introduction of Vringo's platform to a wider audience. It also supports the recently announced launch of its paid service with Orange (U.K.) by adding subscribers on any existing U.K. mobile carrier that will be able to interact with buddies using Vringo on an Orange service. Today's agreement also follows up on the recent agreement with The Carphone Warehouse to add the Vringo app to its *SparkXL app which is available for free through its Walk Out Working service and on all Android Smartphones via the Android market.

"Vringo is gaining broad market acceptance, and our recent U.K. launches with Orange and this decision to embed the Vringo app on the new INQ Smartphones are significant customer 'wins' for us that set the stage for continuing rapid growth. As a world-wide leader in video ringtones, we are pleased to have The Carphone Warehouse and Best Buy as new Vringo partners to help accelerate our U.K. launch. Making Vringo available through an embedded application solution is by far the easiest way to reach the prospective customer and will help drive usage," said Jon Medved, Vringo's Chief Executive Officer.

"The INQ Cloud Touch offers an advanced platform for social networking using best-in-class applications and an updated Android interface. Our customers will have everything they need for advanced mobile social networking at their fingertips," said Rikesh Desai, Head of Digital Services. "We're very excited to be able to offer Vringo's advanced ringtone platform embedded right on the phone as it leaves the store."

INQ Cloud Touch is a social smartphone, with a Vringo video ringtone app, a live visual Facebook news feed and direct access to Facebook Chat and friends without tapping into a single app. Also embedded with a Spotify music player, instant messenger, email services and access to over 100,000 Android apps and games, INQ Cloud Touch puts your favorite things at your fingertips. The INQ Cloud Touch has launched exclusively at The Carphone Warehouse and Best Buy in the U.K.

Vringo's fully-hosted carrier platform is currently deployed with international partners in seven markets with new launches anticipated in the coming weeks and months. 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 EMI, T-Pain, Tiesto, Muhammad Ali, Turner, Marvel, Discovery Mobile, RTL, Ingrooves and Agence France-Presse.

About The Carphone Warehouse

The Carphone Warehouse is the largest independent mobile phone retailer in Europe with over 2,000 stores operating across the continent. The company has over 800 stores in the UK and is committed to offering impartial and expert advice on the widest range of the latest product plus unbeatable, aftersales care. The Carphone Warehouse is based in the United Kingdom and is a 50% subsidiary of Best Buy. For more information, please visit: www.carphonewarehouse.com

About Vringo

Vringo (NYSE Amex: VRNG) is a leading provider of software platforms for mobile video services and video ringtones. With its award-winning video ringtone application and other mobile software platforms, Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's core mobile application, which is compatible with more than 400 handsets, enables users to create or take video, images and slideshows from virtually anywhere and turn it into their visual call signature. In a first for the mobile industry, Vringo has introduced its patented VringForward technology, which allows users to share video clips with friends with a simple call. Vringo has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said Vringo's application has "to be seen to be believed." Vringo has launched its service with various international mobile operators, holds licensing deals with over 40 major content partners and maintains a library of more than 12,000 video ringtones for users in various territories. For more information, visit: <http://ir.vringo.com>.

For more information about how video ringtones work, visit: www.vringo.com.

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.



SOURCE: Vringo, Inc.

Company Contact:
Vringo, Inc.
Jonathan Medved, CEO
646-525-4319 x 2501
jon@vringo.com

or
Financial Communications:
Trilogy Capital Partners, Inc.
Darren Minton, President
Toll-free: 800-592-6067
info@trilogy-capital.com