

## Vringo Launches Exclusive "Star Academy" Product in Collaboration with Rotana and Nokia

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**New Partnership with Rotana Makes Content from the Blockbuster Reality Music Show "Star Academy" Available Free on Nokia Mobile Devices**

NEW YORK, Jun 01, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile video applications and video ringtones, today announces the launch of its award-winning video ringtone platform throughout the Middle East via an ad-supported service tailored for Nokia mobile devices and Ovi Store customers. The free app is being launched in partnership with Rotana, a diversified media company and the world's largest producer of music and music television in the Middle East, and sponsored by Nokia (NYSE: NOK). The application features exclusive content and fully integrated live voting capabilities for the blockbuster "Star Academy" reality music show, which reaches over 300 million viewers and is available in over 10 countries in the region.

"Our launch of the 'Star Academy' product represents an important new business model for Vringo," said Andrew Perlman, Vringo's President. "As the first implementation of our new Fan Loyalty platform, this joint service with Rotana and Nokia brings video ringtones and live voting from one of the world's most popular shows to a broad range of consumers. Fans of Star Academy are passionate about their favorite stars and Vringo will allow them to enjoy their exciting performances as video ringtones and share them with their friends."

Through this important alliance with Rotana and Nokia, Vringo is penetrating an exciting new market. Rotana's position as the Middle East's largest entertainment company, including Rotana Records, a film production company, magazine, television and music channels, will allow it to offer its exclusive content as video ringtones through the sponsored Vringo service. The new service will offer all of the Vringo platform's service capabilities with full access to extensive content provided by Rotana.

"As the region's largest entertainment company for quality content, we are always looking for ways to enhance our services and develop new means to reach out and build traction with the customer. We believe this new ad-driven business model will prove attractive to both end users and advertisers alike. The collaborative Vringo launch provides a new, fun and exciting way to engage with our customers and further differentiates our cutting-edge services," said Wissam Yamout, Rotana's Head of Digital Media.

Vringo offers a range of fully-hosted mobile video platforms for partners and consumers. Vringo's award winning video ringtone platform is currently deployed with international partners in eight markets with new launches anticipated in the current quarter. Vringo's scalable cloud-based distributed application architecture enables the partners' subscribers to browse and download mobile videos, set them as video ringtones and instantly share them with friends. Vringo also 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 Nokia**

Nokia is committed to connecting people to what matters to them by combining advanced mobile technology with personalized services. More than 1.3 billion people connect to one another with a Nokia, from affordable voice- optimized mobile phones to advanced Internet-connected smartphones sold in virtually every market in the world. Through Ovi ([www.ovi.com](http://www.ovi.com)), people also enjoy access to maps and navigation on mobile, a rapidly expanding applications store, a growing catalog of digital music, free email and more. Nokia's NAVTEQ is a leader in comprehensive digital mapping and navigation services, and Nokia Siemens Networks is one of the leading providers of telecommunications infrastructure hardware, software and professional services globally.

For more information, please visit [www.nokia.com](http://www.nokia.com).

### **About Rotana**

Rotana is the world's largest producer and distributor of Arabic music, movies and broadcaster of premium TV channels with direct operations and distributor partnerships worldwide. Rotana broadcasts a bouquet of TV channels and provide contents to TV channels, Telecom Operators, Service Providers Websites Operators & Content Aggregators.

For more information, please visit [www.rotana.net](http://www.rotana.net).

### **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](http://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.



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