

## **Vringo Launches Facetones with BlueVia, the New Global Developer Platform of Telefonica, World's Fourth Largest Mobile Operator**

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**Launch Facilitated and Promoted in Multiple Global Markets by BlueVia for Telefonica's App Stores**

NEW YORK, Jul 28, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile social and video applications, today announced it has launched its Facetones product for Android users together with BlueVia, the new global software developer platform of Telefonica, the largest mobile operator in the Spanish speaking world, and fourth largest globally. Facetones will be initially available on Telefonica's Application Store (Mstore) in several global markets. The Facetones launch is being facilitated and promoted by BlueVia.

Vringo's Facetones product creates an automated video slideshow using friends' photos from social networks and then plays this video slideshow each time a user makes or receives a call. Facetones will initially connect with Facebook(R), the world's leading social media site, providing for a significantly enhanced mobile experience for users of social media. The company expects to integrate Facetones with other social networks and photo sites in the near future. Facetones will be offered initially in an ad-supported version and later for purchase.

"This announcement is another milestone for Vringo," said Andrew Perlman, Vringo's President. "Telefonica is a mobile carrier heavyweight in both Europe and South America, and an excellent partner for our rapidly expanding Facetones service. This is the first time our products will be distributed in Spanish speaking markets, which we believe will be a large growth opportunity for our services."

Telefonica has one of the most international profiles in the telecom sector with more than 60% of its business outside its home market of Spain and is a dominant presence in the Spanish and Portuguese speaking markets worldwide. It operates in 25 countries and as of March 2011 Telefonica's total number of customers exceeded 290 million.

Mr. Perlman continued, "Our Facetones application was launched using Telefonica's new BlueVia developer community, which provided us with a single platform to work across Telefonica's global footprint. This led to an exceptional development environment, as well as the seamless integration of our product with their advertising API's and their Movistar app store, making us eager to work more closely with BlueVia on future projects."

"We are delighted that BlueVia could play such an important role in bringing Vringo's services to our customers," said James Parton, Head of BlueVia Marketing at Telefonica. "We are committed to ensuring BlueVia provides a simple and frictionless path to market for companies like Vringo and I'm looking forward to working with their team on additional marketing opportunities over the coming months."

Vringo offers a range of fully-hosted mobile social and video platforms for partners and consumers. Vringo's award winning video ringtone platform is now currently deployed with international partners in eight markets. 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.

Facetones is a trademark of Vringo, Inc. and is not sponsored or endorsed by Facebook nor is Facebook affiliated with Vringo, Inc.

### **About BlueVia**

BlueVia is the new global developer platform from Telefonica that helps developers take apps, web services, and ideas to market. BlueVia is built on four founding principles: Scale, Tools, Business Models, and Path to Market. BlueVia offers ground breaking, zero risk, business models for developers, along with 'mix & match' models to create multiple revenue streams. For more information, documentation and video tutorials, go to [www.bluevia.com](http://www.bluevia.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](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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