



Vringo Announces First Entrance into Japanese Market with Assistance from NTT DOCOMO USA

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Vringo Introduces Its Innovative New Facetones Product with Japan's Largest Mobile Phone Operator

NEW YORK, Aug 02, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile video applications and video ringtones, today announced it has launched its Facetones product in the Japanese market with assistance from NTT DOCOMO USA, Inc. Vringo's innovative new Facetones product will be available to Android users through the docomo market, a mobile Internet portal operated by NTT DOCOMO, INC. in Japan.

"We are pleased to be working with DOCOMO as we enter the Japanese market," said Andrew Perlman, Vringo's President. "As the largest cell phone operator in the country, DOCOMO services about half of Japan's cellular market and provides a number of specialized data applications and services through its network. In order to better understand the needs of the tech-savvy Japanese mobile phone market and DOCOMO's Smartphone business, Vringo worked closely with the New York based DOCOMO USA. We look forward to continuing our expansion throughout the Asia Pacific region, which now includes a growing Vringo presence in Malaysia, Singapore, India and Japan."

Vringo's Facetones service integrates with Facebook(R) and provides a new way to get automatic, visually exciting social content each time a user makes or receives a phone call. Facetones will be offered to DOCOMO customers in Japan either in an ad-supported version or for purchase.

Masaaki Maeda, President and CEO of NTT DOCOMO USA, Inc., said, "It is DOCOMO USA's mission to introduce the most innovative products and services from U.S. to our loyal customers in Japan. We are pleased that Vringo's Facetones service was chosen to be part of the selective number of apps and services that populate NTT DOCOMO's 'docomo market' service. As we continue to strengthen our mobile content offerings, our team looks forward to the possibility of collaborating with Vringo on future projects and opportunities in the Japanese market."

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

Vringo offers a range of fully-hosted mobile video platforms for partners and consumers. Including its launch with DOCOMO in Japan, Vringo's award winning video and mobile social application platforms are now currently deployed with international partners in ten markets. Vringo's scalable cloud-based distributed application architecture enables 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 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.



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