

Vringo's Facetones App Exceeds 100,000 Downloads

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Threshold Reached Within 30 Days of Active Marketing Promotion; Vringo Projects Downloads of Facetones to Accelerate through Viral Marketing Over Next Several Months

NEW YORK, Sep 20, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile social and video applications, today announced that its recently launched Facetones(TM) app, which has been released through various mobile operators such as NTT DOCOMO in Japan and Telefonica in Spain & South America, has exceeded the milestone threshold of 100,000 downloads. The Facetones(TM) app creates an automated video slideshow using friends' photos from social media web sites and then plays this video slideshow each time the user makes or receives a mobile call.

"Reaching 100,000 downloads within 30 days of our active marketing promotion is a significant accomplishment," said Andrew Perlman, Vringo's President. "The Facetones(TM) application has quickly become popular with users around the world, and the excitement of enhancing phone calls with a video slideshow of friends' pictures from Facebook(R) is spreading rapidly. We believe this new type of interaction will help define the future of social mobile experiences."

"Our Facetones(TM) product has also proven attractive for our advertising partners, as we are currently filling nearly all of our rapidly expanding advertising inventory. As the awareness of Facetones(TM) continues to grow, we expect downloads to accelerate through viral marketing over the next several months and into 2012," continued Mr. Perlman.

Jon Medved, Vringo's CEO, concluded, "In addition to Facetones(TM) exceeding the 100,000 downloads milestone, Vringo has been busy announcing other significant events, including the recent closing of a \$2.5 million financing led by prominent Silicon Valley venture capital firms Benchmark Capital and DAG Ventures. Vringo has continued to increase its revenues and decrease its operating burn-rate, while expanding its reach and launching services in sizable new markets in the Middle East, Europe and Asia. We are excited about Vringo's growth potential with Facetones(TM) as we strengthen our business on all fronts and drive to achieve breakeven and ultimately profitability."

Facetones(TM) 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(TM) with other social media networks and photo sites in the near future.

Facetones(TM) 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 social and mobile video services. With its award-winning video ringtone application and other mobile software platforms - including Facetones(TM), Video Remix and Fan Loyalty - Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's video ringtone service enables users to create or take video, images and slideshows from virtually anywhere and turn it into their visual call signatures. 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's Facetones(TM) product creates an automated video slideshow using friends' photos from social media web sites, which is played each time a user makes or receives a mobile call. Vringo's Video ReMix application, in partnership with music artists and brands, allows users to create their own music video by tapping on a Smartphone or tablet. Lastly, Fan Loyalty is a platform that lets users interact, vote and communicate with contestants in reality TV series, as well as downloading and setting clips from such shows as video ringtones. Vringo's video ringtone application has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said it has "to be seen to be believed." For more information, visit: www.vringo.com

For comprehensive investor relations material, including fact sheets, white papers, conference calls and video regarding Vringo and its applications, please follow the appropriate link: [Investor Portal](#), [White Paper](#), [Overview Video](#) and [Facetones Video](#).

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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