

## Vringo Launches Service with Celcom in Malaysia

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### Country Represents First Market with Two Carrier Agreements for Vringo, Effectively Doubling Potential Customers in Malaysia to Over 25 Million Subscribers

NEW YORK, Oct 11, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex:VRNG), a provider of software platforms for mobile social and video applications, today announced that it has entered into an agreement with Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in Malaysia, under which Vringo will offer its award-winning, mobile video service to Celcom customers. With Celcom onboard, Malaysia now represents Vringo's first market with two carrier agreements, nearly doubling the company's potential subscriber base in the country to over 25 million.

"This launch is an important milestone for our company, in the nation that launched it all for Vringo," said Jon Medved, Vringo's Chief Executive Officer. "Having experienced significant growth and penetration in the Malaysian market to date, we look forward to launching our innovative services with Celcom as we continue to expand our reach in both new and existing markets around the world."

The Vringo video ringtone service to be provided to Celcom customers consists of a Web, WAP and mobile app experience that enables customers to create, download and share high-quality mobile video. Celcom customers will have access to all of the Vringo platform's service capabilities including Vringo's extensive content library of over 12,000 video ringtones.

Celcom is one of the largest mobile telecommunications operators in Malaysia with the widest national 2G and 3G coverage in the country and over 11 million subscribers. Celcom is a Vodafone partner and is part of the Axiata Group of Companies, one of the world's largest telecommunications companies with more than 160 million customers across 10 Asian markets.

Vringo offers a range of fully-hosted mobile social and video platforms for partners and consumers. Including its launch with Celcom in Malaysia, Vringo's award winning video ringtone platform is now currently deployed with international partners in ten 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.

#### About Celcom

Celcom is the country's first and foremost mobile telecommunications provider with over 11 million customers. Established in 1988, it boasts the widest national 2G and 3G networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with more than 160 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>.

#### 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](http://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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