

RTL Belgium and Vringo Mobilize European Television Content With Strategic Alliance

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Partnership Brings New Mobile Personalization Platform To Belgian Fans of Europe's Leading Broadcast Production Company

NEW YORK—March 23, 2010 —In a new alliance announced today, Vringo, the video ringtone application provider, has developed a mobile personalization platform with RTL Belgium, member of RTL Group, the leading production company for television and radio in Europe. As part of the new service, which will launch in Belgium, some of the world's largest and best-known content producers will mobilize their broadcast content using Vringo.

This partnership enables RTL Belgium to offer Vringo's video ringtones, mobile application and social caller ID service to all 11 million mobile subscribers in Belgium.

When the service launches next month, all Belgian mobile users will have access to Vringo's collection of thousands of original video ringtones. Further, users can access Vringo's award-winning video ringtone application, available for more than 300 handsets on Android, BlackBerry, J2ME, Symbian, and Windows Mobile operating systems. By using Vringo's mobile application, users can select their own video ringtones as well as select which clips play on their buddies' phones when they call thanks to Vringo's VringForward™ technology.

To introduce users to the service, a free one-week trial offer is available to all new subscribers. Subscribers then are charged a nominal weekly fee that includes access to all Vringo features.

"As the largest entertainment provider in Belgium, it makes perfect sense for us to add video applications to mobile phones, further extending the expertise we already bring to television and radio," said Stéphane Coruble, New Business Operations Director of RTL Belgium. "Partnering with Vringo gives Belgium's mobile users an exciting new way to access video applications, while improving our ability to offer outstanding products and services to our customers."

"This partnership with RTL in Belgium enables us to develop a platform that gives content producers the ability to mobilize their broadcast content in a new, exciting way in one of Europe's most important markets," said Jon Medved, CEO of Vringo. "It continues Vringo's dedication to delivering innovative applications for mobile users."

For more information about how video ringtones work, visit www.vringo.com/p_video_ringtones.html.

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About Vringo

Founded in 2006, Vringo is bringing about the evolution of ringtones. With its award-winning video ringtone application, Vringo takes a sledgehammer to the traditional call signature, transforming the basic act of making and receiving mobile phone calls into a highly visual, social experience.

By installing Vringo's application, which is compatible with more than 200 handsets, users can create or take video, images and slideshows from virtually anywhere, including Vringo's library of 4,000-and-counting video ringtone clips or the Web, and make it into their personal call signature. In a first for the mobile industry, Vringo has introduced VringForward™, a technology that lets its users select which video ringtone *their friends will see* when they call.