



## Vringo Strikes Deal With HipLogic to Distribute Video Ringtones Through Popular Android App Spark

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NEW YORK, Jan 25, 2011 (GlobeNewswire via COMTEX) --

Vringo, Inc. (NYSE:VRNG), a provider of video ringtones and personalization solutions for mobile devices, today announced that it has signed a collaborative distribution agreement with HipLogic. Under terms of the agreement, HipLogic will be providing access to the Vringo app through Spark, a customizable home screen replacement for Android that provides real-time access to news, weather, Twitter, Facebook, Groupon and more.

Andrew Perlman, President of Vringo, said, "We are pleased to collaborate with HipLogic and provide them distribution rights for the Vringo app. We believe users of their highly popular app, Spark, are ideally suited to enjoy the unique Vringo video ringtone experience. Spark is the next generation of the home screen, and Vringo is the next generation of the ringtone. We look forward to growing this partnership."

"We are pleased to be able to augment our offering through this partnership," said Mark Anderson, CEO of HipLogic. "It means consumers will have access to an ever-expanding list of apps, media, and content that will enable to them to enhance and personalize their mobile experiences."

HipLogic's next-generation application platform, Spark, is a modern mobile portal that streamlines content discovery and provides at-a-glance access to content and media that matters to the user -- plus the quickest access to favorite apps, the web and phone functions. Once downloaded, Spark replaces the static Home screen with a dynamic interface that updates media and social streams in real-time depending on the user's preferences and delivers content to the Home screen in a clean and organized format. Spark is now available for Android handsets and can be downloaded for free at <http://www.sparkmyphone.com> or through the Android Market.

Vringo's fully-hosted carrier platform has now been deployed for international partners in five markets with new launches anticipated in the next quarter. Vringo's scalable cloud-based distributed application architecture enables the carrier's subscribers to browse and download mobile videos, set them as video ringtones and instantly share them with friends. In addition to carrier partners, Vringo has content partnerships with major content providers including T-Pain, Marvel, Discovery Mobile, Ingrooves and Agence France-Presse.

### About HipLogic

HipLogic is redefining the mobile user experience; the HipLogic next-generation application platform features a rich multimedia client connected to intelligent cloud services, aggregating web content and network operator services to create modern mobile 2.0 experiences. HipLogic is a private company funded by Benchmark Capital, Bay Partners, Stage 1 Ventures and Route 2 Digital. HipLogic's expanding partner relationships include an impressive roster of top media publishers, deal providers, and content providers such as Twitter, Facebook, CBS, The Associated Press, Sky News, Weatherbug and Groupon. HipLogic's key app, Spark, is currently available in nine languages including English, Russian, Spanish, Italian, French, German, Farsi, Chinese, and Portuguese.

For more information, visit <http://www.hiplogic.com/aboutus.php>

### About Vringo

Founded in 2006, Vringo (NYSE:VRNG) is bringing about the evolution of ringtones. With its award-winning video ringtone application and mobile software platform, Vringo transforms 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 and make it into their personal call signature. Vringo's patented VringForward(TM) technology allows users to share video clips with friends with a simple call. Vringo has launched its service with various international mobile operators and dozens of content partners, and maintains a library of more than 5,000 video ringtones are growing. For more information, visit <http://ir.vringo.com>.

For more information about how video ringtones work, visit [www.vringo.com/p\\_video\\_ringtones.html](http://www.vringo.com/p_video_ringtones.html).

The Vringo, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8289>

### 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 results of new information, future events or otherwise, except as required by law.

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