



## Vringo Designs Custom Video ReMix Application for One of the World's Largest Brand Name Beverage Companies

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### Case Study of the New Custom Video ReMix Application Available Online

NEW YORK, Jul 28, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile social and video applications, today announced it has designed a custom Video ReMix application for one of the world's largest brand name beverage companies. Vringo's new mobile Video ReMix platform for iPad was used as part of a live, on-site marketing program for the beverage company at the 2011 Coachella Music and Arts Festival and a corresponding case study was recently made available to showcase the end result.

To view the case study of the custom Video ReMix application, please navigate to: <http://www.vringo.com/casestudies/beveragecompany.pdf>

"We are very pleased to have worked with this internationally recognized partner to design and launch a custom video marketing application for them at Coachella," said Andrew Perlman, President of Vringo. "Event promotion represents a new revenue opportunity that leverages the buying power of advertisers and drives greater exposure to new prospective users. This opportunity had low marginal development costs, as the core Video ReMix application had already been built. We believe further partnership opportunities at this level will have the potential to generate a new source of future revenue streams given the natural synergies to our core business."

The new Vringo Video ReMix platform for iPad creates a customizable experience on an interactive video soundboard. For the international beverage company, Vringo created a personalized app that features music from "Dirty Vegas" and live video footage from the Coachella Music and Arts Festival event. Finished video mixes can then be played, shared and posted across social media and the web on YouTube and Facebook.

To view an example of a user-generated video using this custom app, please visit: <http://www.youtube.com/watch?v=u8lXnClTnZA>

#### 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](http://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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