



## Vringo Announces the Launch of Facetones App on Mobango

September 27, 2011

***Vringo's Innovative Facetones(TM) App Appears on Mobango, One of the Largest Independent App Stores in the World, with Major Presence in India, US, UK and Indonesia***

NEW YORK & MUMBAI, India, Sep 27, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile social and video applications, and Mobango, one of the largest independent app stores in the world, today announced the launch of Vringo's Facetones(TM) app on the Mobango App Store, which has a major presence in India, the United States, UK and Indonesia.

Vringo's Facetones app integrates with Facebook(R) and generates an automatic, visually exciting slideshow of pictures and social content each time a user makes or receives a phone call. Facetones will be offered to Mobango users through the free independent app store as an ad-supported version at [www.mobango.com](http://www.mobango.com).

"We are excited to be working with Mobango as we continue to expand the global footprint of our Facetones app," said Andrew Perlman, Vringo's President. "As one of the world's largest independent app stores, Mobango is well-known as the service to find free resources and content for all mobile phones, not only smartphones. Mobango allows users to share apps and content with friends through social networks, which has allowed viral marketing to work fantastically well."

The Mobango community has more than 6 million registered users, and over 1.5 million pieces of content, fully optimized for over 2,000 phones. Mobango's Pay per Promoted Downloads (PPD) platform enables application owners to only pay for the number of downloads by users, which Mobango believes is five to 20 times more effective than traditional promotion methods for applications.

Badri Sanjeevi, COO at Mobango, said, "Vringo's Facetones service provides an innovative way for users to experience mobile social connections. Playing a unique auto-generated slideshow of a friend's latest pictures on Facebook when a user makes or receives calls is a great way to harness the best of mobile social technology. We believe the Facetones application will be well-received by Mobango's global user-base."

Vringo's Facetones product 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. Facetones 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 with other social media networks and photo sites in the near future.

Facetones is a trademark of Vringo, Inc. and is not sponsored or endorsed by Facebook nor is Facebook affiliated with Vringo, Inc.

### **About Mobango**

Mobango is subsidiary of Mauj Mobile and part of People Group, which owns large digital properties including Shaadi.com and Makaan.com. Mobango is one of the world's largest independent mobile applications stores and has over 6 million registered users. Mobango currently serves over 1 million downloads of apps per day. Mobango pioneered the PPD (Pay Per Download) business model, where developers can promote their applications in the store to generate thousands of downloads. To visit Mobango on a mobile phone, visit [m.mobango.com](http://m.mobango.com).

### **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.

SOURCE: Vringo, Inc.

*Mobango:*

Hanmer MSL

Mitali Lakhawala

9867478899

[mitali.lakhawala@hanmermsl.com](mailto:mitali.lakhawala@hanmermsl.com)

or

*Vringo, Inc.:*

Aaron Godfrey, Director of Communications

646-525-4319 x 2547

Email: [agodfrey@vringo.com](mailto:agodfrey@vringo.com)

Skype: agodfrey\_vringo

Twitter: [@vringo](https://twitter.com/vringo)

or

*Financial Communications:*

Trilogy Capital Partners, Inc.

Darren Minton, President

Toll-free: 800-592-6067

[info@trilogy-capital.com](mailto:info@trilogy-capital.com)