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**FOR IMMEDIATE RELEASE**

**NEWEST VRINGO CONTENT PROVIDERS OFFER USERS  
WIDE RANGE OF VIDEO RINGTONES**

*Vringo Users Can Take Personalization of Mobile Phones to New Level  
With Animation, Satire, Digital Music, Nature Videos and Other Rich Media*

**NEW YORK—July 1, 2008—**[Vringo](#)<sup>™</sup>, the pioneer in visual ringtone sharing, is working with a variety of new content providers to offer users an expanded catalog of rich media clips to download and share.

“Vringo has created the next generation of mobile personalization, and our newest partners see the potential both in our service and medium that we are creating,” said Vringo General Manager and Senior VP—Content & Community [Andrew Perlman](#). “These partners offer cutting-edge, creative content that will expand the Vringo experience.”

The latest Vringo content partners are:

- [INgrooves](#): San Francisco-based INgrooves provides digital distribution, marketing and promotion services to the independent music industry. INgrooves works with a wide range of talent, from up-and-coming artists like Thievery Corporation, The Cool Kids and Tila Tequila to Grammy-winning country legend Dolly Parton.
- [aniBoom](#): aniBoom animation network teams up with thousands of independent professional creators on aniboom.com to create original animated brands for mobile, Web, TV and gaming platforms. From funny to dramatic, from 3-D to stop-motion, aniBoom animations and cartoons offer mobile users a unique entertainment experience.
- [Art Lumino](#): Krakow, Poland-based Art Lumino is a producer of high-quality HD screensaver video content under a variety of themes, including nature, art masterpieces, sacred art, fractals, horoscopes and karaoke. Thanks to state-of-the-art HD digital video technology and talented motion graphics artistry, Art Lumino footage can transform any screen into a source of relaxing aesthetic experiences for individuals or shared enjoyment.

- [BerlinCalling](#): BerlinCalling provides a platform for video, animation and audio artists to connect, cooperate, communicate and create high-quality mobile content. BerlinCalling members are among the top animators and filmmakers in the mobile content environment today, such as Patrick Smith, Tokyoplastic and Matthew Everitt.
- [DabaJaba](#): To help avoid expensive therapy sessions and satisfy their inner demons, those crazy guys at dabajaba.com started producing animated cartoons 10 years ago. Today they create political satire, cartoons, MobileSoaps™ and animated commercials for both the Internet and cell phones. Their cartoons for cell phones are being translated into many foreign languages and gaining subscribers worldwide.
- [Headzup](#): Headzup is the world's first daily political cartoon for video-enabled cell phones and the Internet. With more than 400 episodes in circulation, Headzup satirical clips are designed to be downloaded to cell phones and shared as picture messages. Several popular Headzup clips targeting the 2008 elections have been aired on major broadcast networks and Web sites, including CNN, BBC World News, National Public Radio, Air America Radio, New York Times Online, Der Spiegel Online and The London Times Online.
- [Mobstar Media](#): Mobstar is a mobile entertainment company focused on the creation, repurposing and syndication of mobile video. The company has a wide range of content and distribution deals capable of reaching an audience of 1 billion people.
- [Sunflower Entertainment](#): The Sunflower Entertainment catalog encompasses a wide range of Latin music styles from traditional Salsa, Bachata, Cumbia, Vallenato, Latin Jazz, Regional Mexican and Son Cubano to the current sounds of Rock en Español, Latin Alternative, Urban Latin, Reggaeton and everything in between.

Vringo lets users set their own visual or video ringtone and choose the video, avatar, slide show or picture they want their friends to see when they call. Users can choose content from a variety of sources to create their "Vringos," including Vringo's own large collection of premium content licensed from TV, video and music clips. They can create content themselves using their phone's camera. Or they can import content from Vringo partner sites, such as those announced today, or from other Vringo partners, including Turner Broadcasting System, Saturday Night Live and Agence France Presse. In fact, content can be imported from almost anywhere on the Web.

Users can [join for free](#) to download and begin sharing rich media clips with friends. Vringos can be shared with any subscriber in the Vringo community with a compatible wireless phone. Vringo operates on the largest global mobile platforms (Symbian, Windows Mobile and Java), as well as some Palm devices.

Vringo also offers a [Facebook® application](#) that lets Vringo users import their Facebook friends' profile photos to their mobile phones, automatically matching them to friends' phone numbers. When Facebook friends call one another, their friend's photos will appear on their phone screens as a type of visual caller ID.

For further details about Vringo, to preview video ringtones or to see a list of supported handsets, please visit [www.vringo.com](http://www.vringo.com).

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## **About Vringo**

Vringo is making mobile Personalization 2.0 a reality by enabling users to experience rich media ringtones on a wide variety of mobile devices and for the first time to share that media with others within a community. Vringo is backed by Warburg Pincus and by private investors. More information can be found at [www.vringo.com](http://www.vringo.com).