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NEWS RELEASE

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MPEG LA and ULDA GE Reach Historic Agreement

Collaboration between leading patent licensing companies to offer product-based license for One-Seg handsets

(DENVER, CO, US – 15 September 2009) – World leading patent pool licensing administrator MPEG LA, LLC, and Japanese patent pool administrator ULDA GE Inc. today announced a cooperation under which ULDA GE will offer MPEG LA's MPEG-2 Systems License along with ULDA GE's ARIB license to companies based in Japan that sell mobile TV handsets for Japan's One-Seg mobile terrestrial broadcasting service. One-Seg mobile TV handsets use both the Transport Layer of the MPEG-2 Systems Standard covered by MPEG LA's MPEG-2 Systems License and the ARIB One-Seg digital broadcast standard covered by ULDA GE's ARIB License. Therefore, One-Seg handset manufacturers need coverage under patents essential to both standards and would benefit from both licenses.

“This collaboration marks two firsts,” said MPEG LA President and CEO Larry Horn. “It is the first time that two joint licensing administrators have joined forces. It is also the first time that a joint license has been offered covering patents essential to multiple standards utilized in a single product. We are especially thrilled to be able to do this with ULDA GE, whom we hold in the highest regard for its successful licensing of the Japanese market. We share a rich history and common values serving our customers and the market with licensing products of increasing convenience.”

“Doing this venture with MPEG LA holds special significance for us,” said ULDAGE President and CEO Yoshihide Nakamura. “MPEG LA ushered in the age of patent pool licensing bringing new efficiencies to the patent licensing market. Now together we usher in the age of product licensing. In response to market demand, through the cooperative effort of our companies each representing the gold standard in joint licensing, we are bringing new licensing products to market that will benefit the industry and its consumers.”

One-Seg is a mobile terrestrial digital audio, video and data broadcasting service used in Japan. ULDAGE’s ARIB Essential Patent License provides a license under Japanese Digital Broadcasting Standards including One-Seg that were developed by the Association of Radio Industries and Businesses (“ARIB”).

The MPEG-2 Systems Standard defines how to format the various components of multiplexer programs and combine them into a single program or transport stream. Where the standard is used without licensed MPEG-2 video encoders or decoders, such as in One-Seg handset and other mobile television and audio receivers and certain set-top boxes and cameras, MPEG LA’s MPEG-2 Systems Patent Portfolio License provides coverage under essential patents.

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MPEG LA, LLC

MPEG LA is the world leader in alternative technology licenses, enabling users to acquire worldwide patent rights necessary for a technology standard or platform from multiple patent owners in a single transaction as an alternative to negotiating individual licenses. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. MPEG LA’s initial licensing program for MPEG-2 digital video compression helped produce the most widely employed standard in consumer electronics history, and the MPEG LA® Licensing Model has become the template for addressing other technologies. Today MPEG LA manages licensing programs consisting of essential patents in 57 countries. MPEG LA is an independent licensing administrator; it is not related to any standards agency and is not an affiliate of any patent holder. For more information, please refer to <http://www.mpegla.com>.

ULDAGE INC.

ULDAGE Inc. is the leading patent pool in Japan. It was established to provide one-stop patent licenses under fair and reasonable conditions for the digital television system in Japan. ULDAGE, through its ability to facilitate one-stop patent licenses, provides the tools that are essential to the development of business through the creation of a competitive environment for resolving the patent issues in this complex digital age. Currently, 15 companies are recognized as licensors and more than 120 companies are recognized as licensees in the ULDAGE patent pool. ULDAGE hopes to contribute to the development of the patent pool on a product basis in an aim to provide maximum convenience to the patent holders and technology users. For more information, please visit <http://www.uldage.com>.