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# NEWS RELEASE

For Immediate Release

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## **MPEG LA to Open Office in Shanghai, PRC**

*New office will serve the emerging China market*

(Denver, Colorado, US – 10 May 2005) – MPEG LA, which pioneered one-stop technology patent licensing services worldwide, today announced that MPEG LA (UK) Ltd. will open an office in Shanghai, PRC. The Shanghai office will establish an everyday presence that will allow MPEG LA not only to serve and build stronger relationships with its large and growing customer base in China but also to develop new relationships and new customers going forward. To this point MPEG LA has been ably assisted by Maryland Center China in Shanghai and will continue to call upon them for assistance.

“Anyone who does business with China cannot help but be impressed by the energy and ingenuity that manufacturers and entrepreneurs and consumers in China bring to the technology marketplace,” said MPEG LA, LLC CEO Baryn S. Futa. “Much more than the world’s largest consumer of intellectual property, we expect China also to become among its most prolific owners. MPEG LA looks forward to serving China’s intellectual property needs in both capacities combining reasonable access to technology

on the part of users with reasonable return to owners on their technology investment. With the opening of our Shanghai office, MPEG LA wishes for thousands of years of mutually beneficial relationships and cooperation.”

MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire worldwide patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction as an alternative to negotiating separate 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. Currently MPEG LA licenses portfolios consisting of essential patents in some 57 countries. Among MPEG LA’s licenses is one for MPEG-2 digital video compression that has helped produce the most widely employed standard in consumer electronics history. For more information, see <http://www.mpegla.com>.