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Target Enters into MPEG-2 License with MPEG LA

(DENVER, CO, US – 16 October 2008) – MPEG LA, LLC today announced that Target Corporation has entered into the MPEG-2 Patent Portfolio License offered by MPEG LA. Under the License with MPEG LA, Target will be responsible for paying royalties on its own store branded MPEG-2 products including digital TVs and DVD players sold under the name Trutech®. As a result of this agreement, several companies that license their essential MPEG-2 patents through MPEG LA dismissed a patent enforcement action pending before the U.S. District Court for the Southern District of New York.

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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 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. 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. The MPEG-2 Patent Portfolio License, which includes more than 870 MPEG-2 essential patents in 57 countries, has more than 1400 licensees accounting for most MPEG-2 products including set-top boxes, DVD players, digital television sets, personal computers and DVD Video Discs in the current world market. 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>.