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NEWS RELEASE

For Immediate Release

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Haier Sued for Infringing Digital Television Patents

(DENVER, CO, US – 18 August 2009) – MPEG LA, LLC, world leader in alternative one-stop patent licenses, today announced that patent holders to MPEG LA's licenses have filed enforcement actions against Haier America Trading, L.L.C., Haier Group Co., and HAIM L.L.C. (collectively, "Haier") for infringement of patents used in digital televisions.

According to the complaint filed in the United States District Court for the Southern District of New York, Haier offers products in the United States, such as digital television sets, without having entered into licenses with the individual patent holders or portfolio licenses offered by MPEG LA.

The suit seeks, among other things, monetary damages and an injunction prohibiting Haier from using these patents in its products and from offering, marketing, or importing them.

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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. By balancing patent users' interest in reasonable access with patent owners' interest in reasonable return, MPEG LA creates the opportunity for adoption of new technologies and fuels innovation. 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>.