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Shinco Electronics Enters Into MPEG LA's MPEG-2 License

(DENVER, CO, US – 26 January 2010) – MPEG LA announced today that Shinco Electronics Group Co., Ltd. (“Shinco Electronics”) entered into MPEG LA’s MPEG-2 Patent Portfolio License during 2009.

“We are pleased to welcome Shinco Electronics as a Licensee to the MPEG-2 Patent Portfolio License,” said Larry Horn, CEO of MPEG LA. “Shinco Electronics joins many other MPEG LA Licensees in China in further affirmation of MPEG LA’s success in developing relationships with leading suppliers there. In addition to building Licensee relationships, MPEG LA also looks forward to partnering with China’s technology leaders as patent owners in helping them bring their technology innovations to worldwide markets.”

The signing of the MPEG-2 License with Shinco also concludes actions brought by MPEG LA against Mintek Digital (“Mintek”), as well as Mintek’s parent Jiangsu Digital Technology Co., Ltd (“Shinco Digital”) and Shinco Digital’s parent, Shinco Electronics, both located in China.

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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

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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 1500 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>.