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## NEWS RELEASE

For Immediate Release

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### **New MPEG LA MPEG-2 License Agreement Offers Extended Coverage at Reduced Royalty Rates**

(DENVER, CO, US – 6 July 2009) – MPEG LA, LLC, world leader in alternative one-stop patent licenses, today announced the offering of a new MPEG-2 Patent Portfolio License that will provide uninterrupted coverage for the life of the MPEG-2 essential patents at reduced royalty rates beginning January 1, 2010.

“MPEG LA and the MPEG-2 Licensors are committed to assuring that our MPEG-2 License continues to be responsive to the needs of our customers and the marketplace, and the new MPEG-2 License provides further affirmation of that objective,” said Larry Horn, MPEG LA President and CEO.

From the later of January 1, 2010 or the execution date of the new License, the royalty rate for each MPEG-2 Decoding, Encoding and Consumer Product (as defined in the new License) will be US \$2.00, down from the current \$2.50, and royalties for MPEG-2 Packaged Medium (e.g., DVD Video Discs) will be reduced to US\$0.0176 during 2010, and US\$0.016 after 2010.

For more information about the new MPEG-2 Patent Portfolio License or to request a copy of the License, please visit <http://www.mpegla.com/m2/> or email [Licensing@mpegla.com](mailto:Licensing@mpegla.com).

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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 a patent pool 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 1,600 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>.