

NEWS RELEASE

ULDAGE Announces First Meeting for Joint Patent License for Japanese Digital
Broadcasting Standards (ARIB Standards)

(Tokyo Japan – November 10, 2006) ULDAGE Inc. announced today that 10 essential patent holders, France Télécom, Hitachi, Ltd., Matsushita Electric Industrial Co., Ltd., Mitsubishi Electric Corporation, Nippon Hoso Kyokai (NHK), Sanyo Electric Co., Ltd., Sharp Corporation, Sony Corporation, Toshiba Corporation, Victor Company of Japan, Limited, have started discussions on a patent pool license program for Japanese Digital Broadcasting Standards (“ARIB Standards”). Each of 10 companies owns a patent that is evaluated as essential by the Japan Intellectual Property Arbitration Center (JIPAC).

ULDAGE Inc. will facilitate discussions among essential patent holders aiming for licensing essential patents held by multiple patent holders under fair and reasonable conditions through a single license program.

ULDAGE Inc. welcomes additional holders of essential patents and encourages them to participate in the patent pool license program. Those who are interested in the patent evaluation process may follow the procedures provided by JIPAC website <http://www.ip-adr.gr.jp> (JAPANESE LANGUAGE ONLY).

About ULDAGE Inc.

ULDAGE Inc., registered in Imperial Tower, 1-1-1 Uchisaiwai-cho Chiyoda-ku, Tokyo, Japan, is a joint venture company established by Matsushita Electric Industrial Co., Ltd., Mitsubishi Electric Corporation, Sharp Corporation, Sony Corporation and Victor Company of Japan, Limited, for the purpose of promoting and administering joint license programs. ULDAGE Inc. will provide royalty operation service, license administration service and market research service necessary for administration of joint license programs.

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