

NEWS RELEASE

THOMSON Joins Uldage Patent Pool for
Japanese Digital Broadcasting Standard (ARIB Standards)

(Tokyo Japan – March 5, 2007) ULDAGE Inc. announced today that THOMSON Licensing S.A.S (Thomson) has joined the patent pool for ARIB Standards making its essential patents license available through ULDAGE Inc. Thomson's joining the pool now makes 11* companies which are licensing their essential patents for ARIB standards through Uldage Inc. resulting in further simplification of the complicated patent issues for those who use the ARIB standards.

ULDAGE Inc. welcomes having additional holders of essential patents so as to further expand the program.

* France Telecom /Teledifusion de France, Hitachi, Ltd., Matsushita Electric Industrial Co., Ltd., Mitsubishi Electric Corporation, Nippon Hoso Kyokai (NHK), Sanyo Electric Co., Ltd., Sharp Corporation, Sony Corporation, Toshiba Corporation, and Victor Company of Japan, Limited.

About ULDAGE Inc.

ULDAGE Inc., located 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 services, license administration services and market research services necessary for administration of joint license programs.

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