

NEWS RELEASE

Toshiba and Hitachi join as shareholders of ULDAGE

(Tokyo Japan – February 25, 2008) ULDAGE Inc., a patent license company, announced today that Toshiba Corporation and Hitachi, Ltd. have become shareholders of ULDAGE. By welcoming Toshiba and Hitachi as new shareholders in addition to Matsushita Electric Industrial Co., Ltd., Mitsubishi Electric Corporation, Sharp Corporation, Sony Corporation and Victor Company of Japan, Limited, the financial foundation of ULDAGE will be more solid.

As attention has been drawn to the patent pool as an effective tool in handling intellectual property in the digital age, further expectations for its usefulness will grow in an area where a standardization of the technologies is imperative. The participation of Toshiba and Hitachi at this time is considered to be consistent with such expectations.

ULDAGE administers 15 companies' essential patents (ARIB standards) for Digital Terrestrial Broadcasting, BS Digital Broadcasting, CS Digital Broadcasting, One Seg broadcasting, etc., under fair and reasonable conditions. In the future, ULDAGE will administer essential patents for cable broadcasting as well.

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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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