Personalized Media Communications Completes a
Patent Licensing Agreement
with Samsung Corporation and its Affiliates

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                                                                                For Release

Sugar Land, TX, February 13, 2017 – Personalized Media Communications, LLC (PMC), which develops and licenses a portfolio of patents for controlling personalized media delivery, has successfully concluded a patent licensing agreement with Samsung Corporation and its affiliates. Details of the agreement are confidential.

PMC had been involved with Samsung in district court litigation and *inter partes* reviews at the U.S. Patent Trial and Appeal Board. Those actions are now ended.

Samsung joins the ranks of other top-tier television manufacturers, including Sony and Panasonic, who also have taken PMC patent licenses. Other notable licensees include Cisco and DirecTV. For a complete list of PMC licensees, including 2016 transactions, go here.

The PMC portfolio consists of approximately 100 issued patents and pending applications. The bulk of the patents have issued since 2010.

PMC inventions enable traditional and emerging content providers to engage businesses and consumers with the full benefits of new media content in a variety of ways. For more information visit www.pmcip.com.

About Personalized Media Communications

Personalized Media Communications, LLC is an inventor-owned and managed company that has developed a portfolio of fundamental patents. Founded in 1981 by John C. Harvey, PMC's lead inventor and Chairman, the company's intellectual property rights cover a variety of communications systems, devices and networks.

PMC inventions describe architecture for secure delivery and presentation of enhanced media content. The inventions are applicable to media delivery platforms such as cable and satellite TV and the Internet using devices such as cellular phones, set top boxes and in-car infotainment systems.

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