



**Personalized Media Communications Receives a Patent for
Digital Rights Management**

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Issued Today by the USPTO, DRM Patent is Company's 59th

For Immediate Release

Sugar Land, TX, August 2, 2011 – Personalized Media Communications, LLC, which develops, owns and licenses a seminal portfolio of electronics patents, announced that the United States Patent and Trademark Office today has granted it a patent for digital rights management (DRM).

The patent covers critical anti-piracy techniques for the controlled distribution of video and data, including music.

PMC's new patent covers a variety of encryption techniques with wide current application and compliments other rights in its portfolio. The '169 patent is based on inventions created in the 1980's.

U.S. Patent No. 7,992,169 has a term of 17 years and will expire on August 2, 2028. This is PMC's 59th issued patent. All of PMC patents have priority dates of either 1981 or 1987. On June 20 PMC announced that it has entered into a patent licensing agreement with Cisco covering the full range of Cisco products and services. The non-exclusive agreement includes PMC's full suite of patents and any new patents issued in the future. Financial terms of the licenses were not disclosed. On June 16 it entered into another non-exclusive agreement with Motorola Mobility.

About Personalized Media Communications

Personalized Media Communications owns a seminal intellectual property portfolio developed over almost thirty years by inventor and founder John C. Harvey. The patents cover the use of control and information signals embedded in electronic media content to generate output for display. PMC's inventions are platform agnostic. They can be delivered via the Internet, an intranet, cellular wireless or cable/satellite networks, and run on PCs, laptops, tablets, smartphones, set-top boxes, televisions, game consoles, and other electronic-media delivery systems. www.personalizedmedia.com

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