



## **PERSONALIZED MEDIA COMMUNICATIONS AND CISCO ENTER INTO BROAD PATENT LICENSING ACCORD**

**Sugar Land, TX – June 20, 2011** – Personalized Media Communications, LLC (PMC) announced today that it has entered into a patent license 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. PMC's patent portfolio relates back to an initial filing in 1981, with over 50 new patents issuing since 2010 that have terms lasting until at least 2027. Financial terms of the licenses were not disclosed.

As part of the agreement, PMC will dismiss its patent litigation against Cisco's Scientific Atlanta subsidiary pending in the United States District Court for the Northern District of Georgia.

John C. Harvey, an inventor of the PMC technology and its founder said, "We spent almost thirty years developing and patenting the technology that is now emerging fully. Cisco, by obtaining the license, recognizes the value of PMC's patent portfolio. With this behind us, PMC can now focus on its many other opportunities."

### **About Personalized Media Communications:**

PMC owns a seminal intellectual property portfolio that covers the use of control and information signals embedded in electronic media content to generate output for display that is unique and relevant to a user. PMC's technologies are platform agnostic. They can be delivered by Internet, 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.

For additional information, visit PMC's website at [PersonalizedMedia.com](http://PersonalizedMedia.com).

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