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UPDATELOGIC™ AND PBS NATIONAL DATACAST PARTNER TO DELIVER SOFTWARE UPDATES TO DIGITAL TELEVISION DEVICES

National Datacast to Provide Nationwide Data Broadcasting For UpdateLogic's UpdateTV™ Digital Television Solution

HOPKINTON, MA and ARLINGTON, VA – March 28, 2006 - UpdateLogic™, providing automatic software update technology called UpdateTV™ for the consumer electronics market, and National Datacast, a leader in nationwide wireless data broadcasting and a subsidiary of the Public Broadcasting Service (PBS), today announced they are partnering to deliver software updates to digital televisions. UpdateLogic was formerly known as Broadcast Data Corporation.

National Datacast will provide data carriage across its nationwide data broadcasting network of PBS digital television stations. UpdateLogic will transparently deliver and install software updates to digital televisions in consumer homes - reducing costs for manufacturers and increasing the reliability of digital televisions. As with other National Datacast customers, including TVGuide on Screen and MovieBeam, UpdateTV simply rides on existing PBS station signals without interfering with the regular program schedule.

UpdateLogic and National Datacast will install and manage servers in approximately 200 television stations, broadcasting UpdateTV throughout the United States. UpdateLogic and National Datacast are also working with cable companies to retransmit UpdateTV data over one-way and two-way cable systems.

"We are very happy to partner with UpdateLogic, combining the innovative UpdateTV technology solution with our wireless data broadcasting network," said Jacqueline Weiss, CEO of National Datacast Inc. "Through our robust network, National Datacast is uniquely able to provide UpdateLogic with instantaneous delivery of its UpdateTV software directly into consumers' homes reliably and securely."

"The agreement with National Datacast is a significant milestone for our company," said Tripp Blair, president and CEO of UpdateLogic Inc. "By leveraging National Datacast's nationwide network of PBS stations and their expertise in datacasting, we can create a nationwide footprint of digital broadcasting facilities, for comprehensive delivery of software updates."

Inside all digital TV devices is complex software, including an operating system, that may require updates to apply patches, support changing broadcast-stream standards, conform with evolving digital TV specifications and standards such as broadcast flags, parental control settings, and program ratings. Using the UpdateTV Software Development Kit, television manufacturers package and encrypt software updates intended for digital TVs. UpdateLogic transmits those updates to the manufacturer's installed base of televisions. UpdateLogic has contracts with Hitachi, Mitsubishi, Panasonic, Samsung, Sharp and Sony.

UpdateLogic's UpdateTV solution provides a cost-effective method for manufacturers to proactively update software in digital televisions, without consumer interaction or technical support calls. Additionally, UpdateTV software updates are free-of-charge for consumers and do not require a customer service plan.

About National Datacast, Inc.

National Datacast offers real-time data broadcasting services through a nationwide network of PBS member stations. Recognized as an industry leader, National Datacast has 20 years of experience in providing one-stop, cost-effective solutions for the distribution of digital information and multimedia content for both business to consumer and business to business applications. Utilizing over-the-air broadcast television signals, National Datacast provides its customers a safe, reliable and customizable network that reaches virtually every U.S. television household. National Datacast designs, implements and manages the data broadcasting network, eliminating the need for customers to build, manage, and maintain their own transmission network. National Datacast is a private company and commercial subsidiary of the Public Broadcasting Service. For more information, visit www.NationalDatacast.com.

About UpdateLogic™ Inc.

UpdateLogic™ provides a nationwide delivery network for the world's leading consumer electronics manufacturers to automatically distribute software updates for digital devices. UpdateLogic's premier technology, called UpdateTV™, helps manufacturers proactively protect the integrity, functionality and reliability of their brand name digital televisions. UpdateTV transparently distributes patches directly to televisions with no intervention and at no cost to the consumer. For more information on UpdateLogic visit www.UpdateLogic.com. UpdateLogic was formerly known as Broadcast Data Corporation.

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