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CableLabs® Enables UpdateLogic to Provide Software Update Delivery Service to Digital Cable Devices

Louisville, CO and Southborough, MA, October 17, 2006— Cable Television Laboratories Inc., (CableLabs®) and UpdateLogic, Inc., today announced a nonexclusive agreement that will allow software updates to be delivered to digital cable devices, including digital television sets.

Through the agreement, the cable industry will work with UpdateLogic to enable so-called "in-band" distribution of software updates over cable networks. The software update is transmitted as data "in-band" within PBS channels across the United States. UpdateLogic has agreed to modify the technology behind its UpdateTV software update service to be compatible with the CableLabs specifications and to offer UpdateTV to the consumer electronic industry.

"This is a true win-win-win for cable operators, consumer electronics manufacturers, and consumers," said Dr. Richard R. Green, president and CEO of CableLabs. "CableLabs is pleased to offer the ability for third-party service providers, such as UpdateLogic, to deliver secure software updates on behalf of device manufacturers."

"This technology enables the consumer electronics industry to continue to provide a very high level of customer care for their television sets and other devices," said Kevin Leddy, Senior Vice President Strategy and Development of Time Warner Cable. "Having reliable customer premise equipment is essential for bringing innovative cable services to consumers. UpdateLogic offers an innovative and creative solution."

UpdateTV automates the distribution of software patches and updates directly to digital television receivers at no cost to the consumer. Compatible with the OpenCable™ Common Download specification and the ATSC A/97 Software Data Download Standard, UpdateTV provides a cost-effective, ubiquitous method to proactively update digital television software without user intervention.

"UpdateTV from UpdateLogic really solves the logistical challenge of getting a software update to a subscriber's digital cable device," said Dallas Clement, Senior Vice President, Strategy and Development of Cox Communications. "Best of all, UpdateTV is simple and free for the end-consumer."

"We are pleased that UpdateLogic provides a nationally deployable solution using existing standards for maintaining software in 3rd party devices," added Mark Coblitz, Senior Vice President, Strategic Planning at Comcast.

"UpdateLogic is proud to be the first independent service provider of software updates across cable networks," said Tripp Blair, president and CEO of UpdateLogic. "UpdateTV will provide the ability to update two-way OCAP™ enabled devices, CableCARD™ devices, and digital television devices receiving over-the-air broadcasts."

UpdateLogic previously announced a relationship with National Datacast for distribution of software updates using bandwidth from PBS. In July, UpdateLogic successfully completed field test trials of UpdateTV at select stations within the PBS network and in certain areas served by Comcast, Time Warner Cable, Cox Communications, and Insight Communications. Major consumer electronics manufacturers participated in the field trial including Hitachi, Samsung, and Sharp. UpdateTV will be commercially available in 2007.

About CableLabs

Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs maintains web sites at www.cablelabs.com; www.packetcable.com; www.cablemodem.com; www.cablenet.org; and www.opencable.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. UpdateLogic Incorporated was formerly known as Broadcast Data Corporation. For more information on UpdateLogic visit: www.updatelogic.com.

CableLabs®, OpenCable™, OCAP™, and CableCARD™ are marks of Cable Television Laboratories, Inc. UpdateTV™ is a trademark of UpdateLogic. All other marks are the property of their respective owners.

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