



UpdateLogic and National Datacast Expand Relationship

Partnership Enables "future-proofing" of Digital Televisions and other Data Distribution Services

SOUTHBOROUGH, MA and Arlington, VA– May 19, 2008 – UpdateLogic, Inc., the pioneer in solutions designed to update software within digital television devices, and National Datacast, Inc., a commercial subsidiary of the Public Broadcasting Service (PBS) and the leader in nationwide wireless datacasting, today announced they have expanded their relationship to include technology development and licensing arrangements which will enable them to pursue new products, services and business opportunities.

UpdateLogic's innovative UpdateTV™ solution uses the National Datacast network of PBS member digital television stations across the United States to transparently, proactively, and cost-effectively deliver and install software updates for digital television (DTV) and other DTV devices, such as TVs and set-top boxes in consumer homes - reducing costs for manufacturers and increasing the reliability of DTV devices while improving customer satisfaction and brand loyalty. Key areas of the expanded relationship include:

- Mutual collaboration to further develop and enhance datacasting technology for DTV devices and related services, applications and markets during the eight-year partnership (extended from a previous five-year term).
- National Datacast's license to use UpdateLogic's technology to enhance the capabilities of its nationwide databroadcasting network to aggregate, manage, schedule and distribute content and services.
- UpdateLogic's exclusive right to use National Datacast's network to deliver various types of data, content, advertisements and electronic information that are displayed or overlaid on digital television sets (excluding digital signage and mobile/portable services or devices) in addition to software updates to DTV devices.
- National Datacast's right to use UpdateLogic's servers and software to deliver more than just software updates – multimedia content and information services to television sets and other DTV receivers (computers, set-top boxes and mobile, portable and handheld devices), including digital signage, various forms of entertainment (e.g. video on demand), in-car services, homeland security/public safety, and corporate training, just to name a few.
- UpdateLogic's deployment of a United States-based network of UpdateLogic servers and technology utilizing National Datacast's nationwide network of stations – now enabled for immediate use.
- National Datacast's ownership of a significant equity interest in UpdateLogic.

"We are extremely pleased to enhance and extend our relationship with National Datacast," said Patrick Sansonetti, interim chief executive officer and vice president of business development. "This enhanced partnership further solidifies our position in the DTV industry as the reliable partner that device manufacturers turn to when they want to quickly

and cost-effectively update their installed base of digital televisions. Just as importantly, the agreement positions our two companies to more aggressively pursue new product and business opportunities.”

“We are eager to leverage the power and sophistication of the UpdateTV™ solution and UpdateLogic’s technology and servers in other areas of our business,” said Jacqueline Weiss, chief executive officer of National Datacast. “This relationship supports National Datacast’s plan to broaden our content aggregation, management, and distribution services utilizing broadband, internet, mobile and other last-mile distribution beyond broadcast. Through licensing and joint development, we believe our companies can continue to create exciting innovations that exploit the many opportunities that the DTV market offers.”

Series C Financing Complete

Separately, UpdateLogic also announced that it has secured and closed a Series C round of venture financing. Core Capital Partners, a \$370 million venture capital fund investing in disruptive, core technologies lead the funding round. Proceeds from the round will be used to further develop UpdateLogic’s technology, extend the overall solution and pursue additional market and customer opportunities.

About UpdateLogic

UpdateLogic provides a comprehensive solution for consumer electronics manufacturers, such as Sony Electronics, to automatically distribute software updates and other data to their digital devices. UpdateLogic’s premier technology called UpdateTV™, now shipping in Sony TVs, helps manufacturers proactively protect the integrity, functionality, and reliability of their DTV devices by transparently distributing patches directly to devices with no intervention and at no cost to the consumer. For more information visit: www.updatelogic.com.

About National Datacast

National Datacast, Inc., with twenty years of experience, is the leader in nationwide wireless data broadcasting, delivering a variety of content for various customers and applications. National Datacast provides customized solutions for delivering entertainment, information, and other digital content to homes and businesses across the United States. National Datacast’s network integrates the broadcast facilities and capacity of PBS television stations enabling clients to reach all of their customers instantaneously and simultaneously; locally, regionally and/or nationally; with the same or different content and services; in real time or on a scheduled basis. For more information visit: www.nationaldatacast.com.

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