

UpdateLogic™ Obtains Licensing Agreement with Sanyo for UpdateTV™ Firmware Update Solution

Agreement Enables Sanyo to Upgrade Software within Digital Television Devices

SOUTHBOROUGH, Mass. – July 15, 2008 – UpdateLogic, Inc., the pioneer in solutions to update software in digital televisions devices, today announced that Sanyo Manufacturing Corporation has licensed its UpdateTV™ solution for its digital TVs. The UpdateTV technology enables Sanyo digital TVs to transparently and automatically download firmware upgrades nationwide, reducing the cost of service and improving overall customer satisfaction.

With the introduction of HDTVs, TV software stacks have become significantly more sophisticated and more susceptible to failure due to an increase in complexity. Traditional methods to repair these software defects often require sending a service technician to the consumer's home, resulting in both consumer inconvenience and high costs for manufacturers. UpdateLogic's UpdateTV technology and national broadcast network provides an elegant solution for distributing and automatically installing firmware upgrades.

UpdateLogic and Sanyo have agreed to work together to integrate the UpdateTV technology into Sanyo's TVs expected to ship later this year. "The UpdateTV technology represents an important addition to the Sanyo value proposition," said Morio Matsudaira, SANYO Manufacturing Corporation, vice president of engineering.

"UpdateLogic is very happy to partner with SANYO, one of the leaders in the television manufacturing business," said Kurt Thielen, chief executive officer of UpdateLogic. "Sanyo's adoption of this advanced, next-generation UpdateTV solution capability into their digital televisions demonstrates their commitment to product excellence and customer service, allowing them to hold a competitive advantage in the service and support of TVs, giving customers more confidence in their purchase."

About UpdateLogic

UpdateLogic provides comprehensive solutions to distribute software updates and content to digital television devices. UpdateLogic's premier technology, called UpdateTV, enables consumer electronics manufacturers to distribute software fixes and enhancements to their customer's TVs without the high cost and consumer inconvenience associated with sending a technician to the home. The UpdateLogic solution consists of a software agent that resides in the digital TV device and a national broadcast network used to distribute the software data and content to TVs nationwide. For more information visit: www.updatelogic.com.

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