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UpdateLogic announces new service to remotely monitor and analyze digital terrestrial broadcasts

"Broadcast Monitoring" benefits device manufacturers, television service providers, and broadcasters

Southborough, MA, April 16, 2007—UpdateLogic, Inc., today announced a new service, called Broadcast Monitoring, which will allow digital terrestrial broadcasts to be analyzed and monitored over the Internet. The Broadcast Monitoring service, accessible only to UpdateLogic customers, logs and analyzes ATSC broadcasts for content, efficiency, and standards compatibility issues.

Broadcast Monitoring will leverage UpdateLogic's nation-wide network, primarily used for UpdateLogic's software update delivery service called UpdateTV, of Internet-connected servers equipped with ATSC tuners and allows customers to monitor, review, and analyze data and information from terrestrial broadcasts in approximately 150 demographic market areas throughout the United States. Subscribers to Broadcast Monitoring can view the analysis of individual broadcast streams and national digital broadcast streams to identify hot spot issues and failures trends.

"Broadcast Monitoring provides an important diagnostic and measurement tool to the DTV industry. Based on standards from the Advanced Television Systems Committee (ATSC), such as A/53, A/65 and A/90", said Steve Hastings, vice president of engineering for UpdateLogic. "We expect that many different types of companies will benefit from this nation-wide service."

About UpdateLogic, Inc.

UpdateLogic provides a nationwide delivery network for the world's leading consumer electronics manufacturers, such as Sony Electronics, 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 television devices. UpdateTV transparently distributes patches directly to devices with no intervention and at no cost to the consumer. Sony is the first customer for

UpdateTV. For more information on UpdateLogic visit:
<http://www.updatelogic.com/>.

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