



**Personalized Media Communications is Granted Two New Patents;
A Third Will Issue On February 7**

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PMC's Portfolio Will Total 57 Active U.S. Patents;
All have 1981 or 1987 Priority Dates; Most Will Expire in 2027 and 2028

For Release

Sugar Land, TX, January 23, 2012—Personalized Media Communications, LLC, which develops, owns and licenses a portfolio of seminal electronics patents, announced that the United States Patent and Trademark Office today has granted it three more patents, bringing its total active portfolio to 57.

U.S. Patent 8,046,791 issued October 25, 2011, covers techniques for downloading computer instructions to affect program control at receiver stations. In particular, the '791 claims cover the generation of computer instructions that are to be embedded within a mass media programming transmission and used to control a computer at a remote receiver station. The '791 patent also extends to personalized e-commerce applications in which received computer programs are customized to a user and used to communicate orders for products and services.

U.S. Patent 8,060,903, issued November 15, 2011, covers techniques for transmitting general programming that is combined with receiver specific information to produce a customized presentation at a receiver station. Examples are the transmission of programming altered on the basis of a user's local information such as geo-location data. The '903 patent also covers the transmission of location-based advertising or targeted advertising based on receiver data.

U.S. Patent 8,112,782, which will issue on February 7, covers network control of tailored programming. A transmitter station is controlled to select information for a specific area or set of receiver stations. The selected information content is transmitted for presentation with user specific content generated at the receiver station. This system applies to applications such as targeted advertising in which the information that is presented to the user is based on data stored at both the transmitter and receiver.

About Personalized Media Communications

Personalized Media Communications owns a fundamental intellectual property portfolio developed over thirty years by inventor and founder John C. Harvey. The patents cover the use of control and information signals embedded in electronic media content to

generate output for display. All 57 of the company's active patents have 1981 or 1987 priority dates as a result of patent office delays in examining them. Most will not expire until 2027 or 2028. PMC's inventions are platform agnostic. They can be delivered via the Internet, an intranet, cellular wireless or cable/satellite networks, and run on PCs, laptops, tablets, smartphones, set-top boxes, televisions, game consoles, and other electronic-media delivery systems. www.personalizedmedia.com

On June 20, 2011 PMC announced that it has entered into a patent licensing agreement with Cisco Systems covering the full range of its products and services. The non-exclusive agreement includes PMC's full suite of patents and any future patents. Financial terms of the licenses were not disclosed. On June 16 it entered into another non-exclusive agreement with Motorola Mobility. Other licensees include or have included Gemstar-TV Guide, Pegasus Communications, SONY, StartSight Telecast and The Weather Channel.

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