

## Press Release

Arumai Staffs In-House Patent and IP Litigation Department.

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. April 21, 2015/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, staffs In-House Patent and IP Litigation Department with the addition of Mark A. McCormick as Senior Vice President & Chief Patent Counsel.

Mark is a seasoned professional with an expertise in intellectual property prosecution and patents and licensing. Most recently, Mark was Senior Licensing Counsel at Research in Motion, RIM Blackberry where he prosecuted patent applications concentrating on standard's activity including IEEE 802; Wi-Fi Alliance; 3GPP; IETF, including attending standards meetings. Prior to RIM, Mark was a Distinguished Member of the Technical Staff at Lucent Technologies where he led large engineering team, up to 50 engineers, conceived, designed and implemented first system for pre-pay calling for wireless, pure cellular group call bridging, automatic updating of Shared Secret Data for Authentication, broadcasting of information on a channel with handover capabilities in a wireless network, and routing of calls during an area code splitting without interruption of service, designed and developed products utilizing WiFi, CDMA, TDMA, Analog, GSM, Bluetooth, IMS, 4G LTE and UMTS technologies, and participated on a team to develop SIP for telephony (SIP-T) and devised Softswitch Architectures.

Mark is a member of the Illinois Bar Association and the USPTO Patent Bar. He holds a J.D. from the Chicago-Kent College of Law (ranked 16th among IP law schools in the U.S.), a Master of Computer Science from North Central College, and a Bachelor of Computer Science from North Central College.

As previously reported, Mark will take on work previously performed by retained counsels Blank Rome LLP and Day Pitney LLP and will play the lead role in completing patent prosecution for Arumai's Phase I, Phase II, Phase III, and Phase IV patent prosecution backed up, if need be, by retained counsels.

Chairman & CEO P. Stephen Lamont stated: "We are pleased to have had the good fortune to attract a professional of Mark's caliber. With notice of allowances imminent for Arumai's video scaling, streaming video, and digital zoom and pan, among others, Mark has the ideal background to lead Arumai to assert its rights where so much video looks like Arumai encoded and streamed video because it is Arumai

encoded and streamed video. Content owners, content streamers and transmitters, and content decoders have been given ample warning.” At the outset, Board Member and EVP & Co-CTO, David Colter, stated “He checks all the boxes.” Lamont further stated “He is focused, asks good questions, and is a good listener.”

Lamont closed by stating, “Mark A. McCormick is smart, tough, and determined to ensure that values win and we hope the whole world listens.”

Lastly, beginning on April 27, 2015, Mr. McCormick will be based in the greater Chicago area extending Arumai’s national footprint from New York to R&D in Los Angeles, Cal. with a Midwest component. Mark will become a member of the Strategic Leadership Team at Arumai.