

## Press Release

### Arumai Appoints David J. Colter to its Board of Directors

San Francisco Cal., Los Angeles Cal., Armonk, N.Y. December 16, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, appoints David J. Colter to its Board of Directors.

David is presently EVP and Co-CTO (consulting) of Arumai primarily responsible, but not exclusively, for guiding the Company in technologies and products in the next generation cable infrastructure space as a hedge and as the process for capturing an entire functional block when combined with staking the claim as the inventors of streaming video. In that regard, David will control the P&L and has the budget for 3 engineering heads in 2015 to build out his disruptive ideas.

David is an accomplished technology professional with R&D gigs, most notably, as VP Architecture and Technology at Charter Communications, Director Digital Media and Distribution at Advanced Micro Devices, Director of Broadband at Vulcan Inc., and VP of Advanced Technology at Warner Brothers. Most recently, David is the Co-Founder of VRCinematic and Owner Principal of Capo Productions, LLC both in the red-hot virtual reality space which may play a significant role in Arumai's technology road map upstream towards the content creator; Arumai has made a funding commitment on terms TBD. David is the holder of 11 issued patents as an inventor. Notably, at Vulcan Inc., David was a co-inventor alongside of the legendary Paul Allen, the co-founder of Microsoft Corp. He holds a B.Sc in Mathematics from Dalhousie University and a M.S, Applied Mathematics from the University of Toronto.

While the addition of David is significant in and of itself, a major coup alone, it marks the re-unification of the Greg Thagard - David Colter partnership as VP's of Advanced Technology at Warner Brothers that worked alongside Arumai and thereby changed the world of digital video as we know it, and they are STILL changing it! David is a member of the Strategic Leadership Team at Arumai.

Chairman & CEO, P. Stephen Lamont stated "David uniquely infuses intelligence, technical knowledge and business management capability

into every project. He understands the technology, dynamics and potential of multi-platform architectures within the larger broadcast/cable industry better than anyone in the business. He is highly respected for good reason.” Lamont continued “While passionate and driving toward a goal, he also has the uncanny ability to remain calm, steadfast and almost casual in the face of disruptive and dynamic technical changes. David epitomizes the mantra of owning what you can control and working around and accepting those issues you cannot control. He is an exceptional leader, trustworthy and principled.”

With the future addition of Mr. Colter, Arumai’s Board now spans all four sectors of the ecosystem of Connected TV: Gregory B. Thagard, the creator of DVD as we know it for the video production sector; David J. Colter for the video production and delivery systems spaces; Shyam Krishnamurthy for semiconductor initiatives; and P. Stephen Lamont for the multi-screen, consumer electronics industry. Lamont further stated “You just can’t get any better than this, and it is a tribute to the backbone, enabling technology of Arumai that is shaping the future evolution of digital TV.”

Lamont closed by stating “this business has always been about something much more important than patents or money. It’s about values. We value originality and innovation and pour our lives into making the best products on earth. And we do this to delight our customers. Continuing at the beginning of the tenure of David J. Colter, values will win and I hope the whole world listens.”