

Press Release

Happy Birthday, Arumai Holdings, Inc.

Armonk, N.Y. September 12, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, celebrates its 2 year birthday on September 12, 2014.

Chairman & CEO P. Stephen Lamont stated: "Congratulations, Arumai Holdings, Inc., 2 years old this past September 12, 2014, driving the future evolution of Connected TV projected to reach 50% of U.S. households by 2020. Like the Phoenix, rising from the ashes of its predecessor, something called 'iviewit' and its founder, it has been likened to 'RAISING THE TITANIC.'"

Further, Lamont stated "In the last 2 years, Arumai has assembled a DREAM TEAM of an R&D Group, the reunification of the Chuck Dages-Chris Cookson Advanced Technology Group at Warner Bros., the driving forces of Greg Thagard and David Colter."

Lamont continued "On the Advanced Television Systems Committee front, Arumai has participated in and voted YES for the optional standards of:

- a. Working Draft Revision of ATSC Digital Television Standard Part 5 - AC-3 as a Proposed Standard, ATSC Proposed Standard: 3D-TV Terrestrial Broadcasting;
- b. Part 5 - Service Compatible 3D-TV using Main and Mobile Hybrid Delivery, Proposed Revision of ATSC Digital Television Standard Part 5 - AC-3 Audio System Characteristics (A/53, Part 5:2010);
- c. ATSC Proposed Standard: 3DTV Terrestrial Broadcasting, Part 6 - Independent Coded 3D Using Real-Time Delivery; and
- d. Proposed Standard: 3DTV Terrestrial Broadcasting Part 1 (A/ 104 Part 1:2014)"

Lamont further stated "Arumai has attracted a \$15 million Series C round of financing from Olympia Capital Asia, and with those proceeds will continue to build out its in-house IP Legal Department with the addition of a V.P. & Senior Patent Counsel (imminent) and two IP litigators (Q3 and Q4 2015), and with the conclusion of a Series D round will take us to liquidity in 4 to 7 years."

Lamont concluded by stating "Arumai is heading for port in the New York Harbor, full steam ahead to drive the future evolution of digital television. May God-speed to all of you, and thank you for your support! We continue to see the business world as 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 the delight of our customers. Started on September 12, 2012, values will win and Arumai Holdings, Inc. will watch as the whole world listens.”