

## Press Release

### Qualcomm Executive Joins Arumai Board of Directors

San Francisco Cal., Los Angeles Cal., Armonk, N.Y. December 11, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, appoints Shyam Krishnamurthy to its Board of Directors.

Shyam is presently Senior Director, Product Management of Qualcomm Incorporated responsible for mobile computing and high/mid tier tablet/Smartphone chipset product management. Shyam controls a multi-billion dollar P&L in his role.

Previously, Shyam was Head, Cellular Communications and Applications Processor and RF Systems Businesses at Marvell Semiconductor and he began his career as a Senior Engineer for Texas Instruments developing Flash Embedded Microcontroller Products. Shyam holds a M.S. in Electrical Engineering from the University of Texas at Austin and a M.B.A. in Entrepreneurship and Finance from Marshall School of Business of University of Southern California. He holds 4 U.S. patents in his name as an inventor.

When discussing the prospects of joining the Arumai Board, Shyam stated: "I came to this country twenty years ago with \$100 in my pocket and had the opportunity to build wealth at several companies, but to now participate in the equity of Arumai Holdings who has patented around the entire ecosystem of Connected TV is a once in a lifetime opportunity."

Chairman & CEO, P. Stephen Lamont stated "Shyam is a way connected professional to chip manufacturers across the nation. As chip design and IP supplier will comprise the first phase transformation of Arumai into a products company, Shyam's insights will be beyond comparison." Lamont continued, "Shyam has big company, OTT expertise in product management, software development, and embedded systems all of value to Arumai as it evolves its product strategy as a designer of chipsets and next generation decoders for Connected TV."

With the future addition of Mr. Krishnamurthy, Arumai's Board now spans three sectors in which we compete: Gregory B. Thagard, the creator of DVD as we know it for the video production sector; an

ongoing search for the service provider sector; 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 Shyam Krishnamurthy, values will win and I hope the whole world listens.”