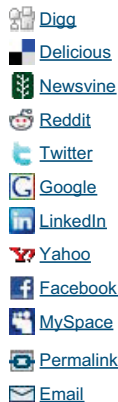


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May 24, 2010 10:53 AM Eastern Daylight Time

AOL and the NHL Sued for Patent Infringement by DDB Technologies

AUSTIN, Texas--([BUSINESS WIRE](#))--DDB Technologies, L.L.C. ("DDB") continues to enforce its patent portfolio within the interactive sports broadcasting market. AOL, Inc. ("AOL") and NHL Interactive CyberEnterprises, LLC, NHL Enterprises, L.P., and NHL Enterprises Inc. (collectively the "NHL") have been sued in two separate lawsuits in the United States District Court for the Western District of Texas (Austin Division).

The DDB patent portfolio consists of U.S. Patent Nos. 5,526,479; 5,671,347; 6,204,862; 7,373,587; and a pending continuation application (collectively, the "DDB Data Driven Portfolio"). The DDB Data Driven Portfolio discloses innovative sport broadcasting technologies such as, but not limited to:

- Live simulation of a sporting event
- Play-by-play text, graphics, and animation
- Generating information about the state of the game

Since the settlement with Major League Baseball, DDB has filed six lawsuits against many of the major sporting leagues and sporting news content providers. The six outstanding lawsuits are against ESPN, the NFL, Yahoo!, the NBA, AOL, and the NHL.

DDB is represented by McDonnell Boehnen Hulbert & Berghoff LLP (Chicago, IL) and Winstead PC (Austin, TX). IPInvestments Group (Atlanta, GA) serves as the licensing agent for DDB. If you are interested in a license to the DDB Data Driven Portfolio, please contact Michael McLaughlin of IPInvestments Group.

The AOL and NHL lawsuits referenced above are case numbers 1:10-cv-00313 and 1:10-cv-00336, respectively.

About DDB Technologies, L.L.C.

DDB Technologies, located in Austin, Texas, is an intellectual property holding company established to capitalize on the value of its patented technology. The technology described in the patents supports a variety of interactive media services related to sports events. The company's President and Founder, Dr. David Barstow, has a Ph.D. in Computer Science from Stanford University and is the lead inventor of the technology. Dr. Barstow is an internationally recognized authority in Artificial Intelligence and Software Engineering.

Contacts

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