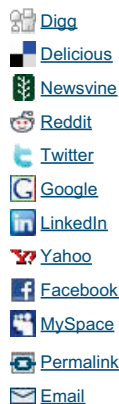


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DDB Technologies Files Suit Against the NBA for Patent Infringement

AUSTIN, Texas--([BUSINESS WIRE](#))--NBA Media Ventures, LLC ("NBA") has been sued by DDB Technologies, L.L.C. ("DDB") for patent infringement in the United States District Court for the Western District of Texas (Austin Division). This is the third major sporting league that DDB has asserted its patents against for using its proprietary live game simulation technologies.

The other two major sporting leagues DDB filed similar lawsuits against were Major League Baseball, which recently became a licensee, and the National Football League. Furthermore, sports media and news companies such as ESPN, Inc. and Yahoo! Inc. have also recently been sued by DDB.

"After settling a lengthy patent infringement lawsuit with MLB, we have sued several large sporting news companies and major sporting leagues, such as the NFL and now the NBA, because they all exploit DDB's patented technologies without a license to do so," says Dr. David Barstow, DDB's President and Founder.

The DDB patented technologies consist 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"). According to Dr. Barstow, "We started developing and patenting these technologies in the 1980s and we are still today adding claims to the DDB Data Driven Portfolio. Many professional sporting leagues and sports related broadcasting companies have been using, and continue to use, these proprietary techniques to broadcast simulations of live sporting events."

Currently, MLB Advanced Media, LP ("MLB") and SportsLine.com have non-exclusive licenses to use the patented technologies disclosed in the DDB Data Driven Portfolio.

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.

Case number: 1:10-CV-00285

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.

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