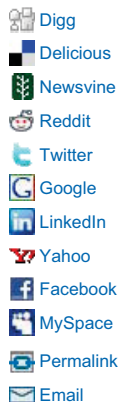


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July 20, 2010 10:39 AM Eastern Daylight Time 

## DDB Technologies Files Lawsuits Against Time and the PGA TOUR

AUSTIN, Texas--([BUSINESS WIRE](#))--DDB Technologies L.L.C. ("DDB") has filed separate patent infringement lawsuits against Time Inc. ("Time"), owner of the Sports Illustrated website (SI.com or sportsillustrated.cnn.com), and PGA TOUR, Inc. ("PGA TOUR") in the United States District Court for the Western District of Texas - Austin Division.

Since the March 2010 settlement of the lengthy litigation with Major League Baseball, DDB has filed eight lawsuits against the following major sporting leagues and sporting news content providers:

- ESPN
- NFL
- Yahoo!
- NBA
- AOL
- NHL
- Time
- PGA TOUR

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 Portfolio"), and discloses innovative technologies related to interactive sports broadcasting. The proprietary DDB Portfolio enables a live simulation of a sporting event using play-by-play text, graphics, and animation and generates information about the state of the game.

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 Time and PGA TOUR lawsuits referenced above are case numbers 1:10-cv-00428 and 1:10-cv-00475, 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.

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