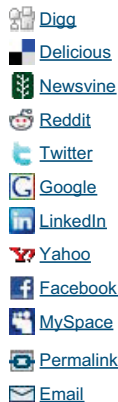


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NFL Enterprises Sued for Patent Infringement by DDB Technologies

AUSTIN, Texas--([BUSINESS WIRE](#))--DDB Technologies, L.L.C. ("DDB") has filed another patent infringement suit in the United States District Court for the Western District of Texas (Austin Division), this time against NFL Enterprises LLC ("NFL"). This lawsuit follows a recent patent infringement suit filed by DDB against ESPN, Inc.

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") and covers a range of advanced interactive media-based technologies.

This is the second major sporting league to be sued by DDB. MLB Advanced Media, L.P., the interactive media and internet company of Major League Baseball, recently settled all outstanding litigation with DDB, which began in 2004, by acquiring one of the DDB patents and obtaining a non-exclusive worldwide license to the DDB Data Driven Portfolio.

Dr. David Barstow, DDB's President and Founder, commented "It is very common to see that many of the professional sporting leagues broadcast live simulations of their games in a way that utilizes DDB's innovative technologies, and a license to use this proprietary technique is appropriate."

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.

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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