



News and Developments

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Via Licensing Corporation Appoints Roger Ross President

Next phase of growth to be charted by licensing industry leader

San Francisco, February 3, 2012—Via Licensing Corporation, a company that develops and operates patent pools in cooperation with essential patent owners worldwide, announced that Mr. Roger Ross has been appointed as President. Mr. Ross previously served as Via Licensing's Vice President of Legal Affairs managing legal services, business operations, and licensing compliance. Mr. Ross has been instrumental in growing and developing Via Licensing's organization and developing new business opportunities.

"We are fortunate to have someone of Roger's caliber and experience lead Via Licensing," said Eric Cohen, Chairman of Via Licensing's Board of Directors. "Roger is well known and respected by the Licensor community that works with Via on both established patent pools and on pools in formation. The Board is confident that under Roger's leadership, Via Licensing will continue to gain strength."

Prior to joining Via Licensing in 2008, Mr. Ross was a partner in the Silicon Valley offices of McDermott, Will and Emery, and Counsel at Weil, Gotshal & Manges, as well as the founding General Counsel of Liberate Technologies. Mr. Ross has advised clients in critical negotiations, strategic and business implications of standard-setting activities, industry consortia and patent licensing.

"I am extremely excited to lead the dedicated team at Via Licensing," said Mr. Ross. "Together we have built a skill-set and infrastructure tailored to meet the unique requirements of administering international patent licensing programs. I am looking forward to building on that success by evolving the Via platform to provide innovative companies with better and more efficient access to critical intellectual property while continuing to help patent owners monetize their intellectual property through market-enabling patent pools and joint licensing programs."

About Via Licensing Corporation

Via Licensing Corporation is a wholly owned subsidiary of Dolby Laboratories, Inc. (NYSE: DLB) a company with more than 40 years experience in technology licensing.

Via Licensing is dedicated to the development and administration of licensing programs for mandated, de facto, and emerging standards on behalf of innovative technology companies in the audio, broadcast, wireless, and automotive markets. For more information about Via Licensing Corporation, please visit vialicensing.com.

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