

Personal Audio Announces SanDisk License Agreement *Licensee Portfolio of Major Device Makers Continues to Grow*

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Beaumont, Texas

Personal Audio, the pioneer in personalized media solutions, announced today that it has expanded its list of licensees with the signing of an agreement with SanDisk Corporation of Milpitas, California, a leading manufacturer of MP3 audio players. With the addition of this license, Personal Audio continues to expand its portfolio of major device manufacturers that have licensed its patents related to the use of downloadable playlists in audio and video players.

"SanDisk joins industry leaders Samsung, Motorola, Blackberry, LG and HTC, amongst others, who have respected Personal Audio's patents and recognize the value in acquiring licenses to these important innovations," said Richard Baker, Vice President of Licensing for Personal Audio.

"We are actively engaged in licensing our patent portfolio to other companies and expect they will soon follow SanDisk in reaching similar fair and reasonable business arrangements," Mr. Baker added.

The terms and conditions of the license agreements are confidential.

About Personal Audio

Personal Audio LLC was founded in 1996 by James Logan, a serial inventor and entrepreneur, with a mission of offering personalized media to listeners over the Internet. The company worked to develop an audio player that could download, store and manipulate audio files to fulfill this mission. This system, along with related ideas, was described in several patent applications filed in October 1996.

Personal Audio's pioneering playlist technologies are commonly used today in smartphones, tablets and other devices that store and play audio and video files and work with downloaded playlists.

In 2009, Personal Audio was issued a patent covering its groundbreaking innovations in the distribution of serialized online media, the "Episodic Content Patent." These techniques are commonly used today in the distribution of podcasts and serialized television shows. Learn more at www.personalaudio.net.

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