



Personalized Media Communications Enters Into a Patent Licensing Agreement with Zynga

For Release

Sugar Land, TX, February 18, 2014 – Personalized Media Communications, LLC (“PMC”), which develops, owns and licenses a unique portfolio of patents that enhance media delivery and content, has successfully concluded a patent licensing agreement with Zynga Inc. ([NASDAQ: ZNGA](#)), a leading social game developer.

The comprehensive license also draws upon the rights of the PMC portfolio consisting of 57 patents all with either 1981 or 1987 priority dates issued since 2010. These patents will not begin to expire until 2027.

“PMC is pleased that it has been able to conclude legal proceedings with Zynga and reach an agreement for a comprehensive license,” said Gerald T. Holtzman, PMC President. “Zynga joins Motorola Mobility, Sony and Cisco, among others who have elected to license all of our patents.”

In addition to these issued patents that cover inventions PMC has developed internally over a 33-year period, Zynga also will be licensed to approximately thirty more PMC patents expected to issue over the next 24 months that will not expire before the 2030’s.

About Personalized Media Communications

Personalized Media Communications, LLC is an inventor-owned and managed company that has developed a portfolio of fundamental patents. Established in 1981 by its founder and lead inventor, John C. Harvey, PMC’s intellectual property rights cover a variety of communications systems, devices and networks. PMC inventions address the delivery and presentation of enhanced media content – media that is interactive and often personalized to maximize the interest and engagement of each recipient. The inventions are applicable to any media delivery platform, including traditional, cable or satellite TV and the Internet, and any device, such as cellular phones, set top boxes and game consoles.

PMC inventions enable publishers, advertisers, social networks, businesses, and consumers to enjoy the full benefit of new media content in a variety of ways. Licensees to date include Cisco Systems, Sony and Motorola Mobility. For more information visit www.personalizedmedia.com

* * *

Contact:

Bruce Berman

Brody Berman Associates

bberman@brodyberman.com

+1 212.683.8125