



## **Samsung Omnia(TM) Becomes First DivX Certified(R) Mobile Phone Released in the U.S.**

SAN DIEGO and SEOUL, South Korea, Nov 25, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

DivX, Inc. (Nasdaq: DIVX), a digital media company, and Samsung Electronics Co., LTD, today announced that the Samsung Omnia(TM)(1) is the first DivX Certified(R) handset to be released in the U.S. market. The Samsung Omnia, a CDMA phone, will be available to consumers across the U.S. for purchase beginning November 26.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081124/LA48153LOGO>)

DivX Certification(TM) of the Samsung Omnia enables the seamless playback of high-quality DivX(R) video. DivX compression technology produces video that is optimally suited for mobile platforms, requiring minimal storage for the highest quality experience possible. Utilizing the Samsung Omnia's large 3.2-inch touch screen, consumers will be able to play back DivX video stored on the device's internal 8GB memory or on additional microSD flash cards. In addition to DivX video support, the Samsung Omnia provides an all-in-one solution for consumers' daily business and personal demands, integrating Windows Mobile(R) 6.1 Professional, Samsung's TouchWiz(TM) user interface, full HTML browser, optical mouse, and a 5.0 megapixel camera.

"The inclusion of DivX video support highlights a mounting trend among mobile phone manufacturers to integrate premium multimedia functionality in response to rising consumer expectation for high-quality portable video," said Christopher Ambrosio, Executive Director, Global Wireless Practice for Strategy Analytics, Inc. "Digital media enablers, such as DivX, stand to benefit significantly from the mobile market's increasing integration of digital video solutions."

"By including DivX video decoding in the Samsung Omnia, we're giving our users the high-quality technology they would expect from a mobile phone with an advanced feature set," said Younghee Lee, Vice President of Marketing in Samsung's Telecommunication Business.

"Samsung is a proven leader within the mobile space and we are pleased that they continue to see the value of DivX video technology for their mobile solutions," said Kevin Hell, Chief Executive Officer, DivX, Inc. "The Samsung Omnia is an ideal portable entertainment device and its release to U.S. consumers highlights our increasing relevance within the mobile market."

Products that bear the DivX Certified logo have undergone a rigorous testing program to ensure a high-quality DivX media experience, including reliable video creation and playback, interoperability with other DivX Certified devices and the visual quality users expect from DivX.

For more information on Samsung Mobile, visit [www.samsungmobile.com](http://www.samsungmobile.com).

For more information on DivX, visit [www.divx.com](http://www.divx.com).

1. Model number: SCH-i910

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of four main business units: Digital Media Business, LCD Business, Semiconductor Business, and Telecommunication Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

About DivX

DivX, Inc. is a digital media company that enables consumers to enjoy a high-quality video experience across any kind of device. DivX creates, distributes and licenses digital video technologies that span the "three screens" comprising today's consumer media environment--the PC, the television and mobile devices. Over 100 million DivX Certified devices have shipped into the market from leading consumer electronics manufacturers. DivX also offers content providers and publishers a complete solution for the distribution of secure, high-quality digital video content. Driven by a globally recognized brand and a passionate community of hundreds of millions of consumers, DivX is simplifying the video experience to enable the digital home.

## Forward-Looking Statements

Statements in this press release that are not strictly historical in nature constitute "forward-looking statements." Such statements include, but are not limited to, statements regarding DivX's visibility within the investment community. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause DivX's actual results to be materially different from historical results or from any results expressed or implied by such forward-looking statements. These factors include, but are not limited to: the risk that customer use of DivX technology may not grow as anticipated; the risk that anticipated market opportunities may not materialize at expected levels, or at all; the risk that the Company's activities may not result in the growth of profitable revenue; risks and uncertainties related to the maintenance and strength of the DivX brand; risks associated with DivX's ability to penetrate existing and new markets; risks regarding the effects of competition; the risk of DivX's dependence on its licensees and partners; risks related to the effect of intellectual property rights claims; and other factors discussed in the "Risk Factors" section of DivX's most recent report filed with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement. DivX is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

SOURCE DivX, Inc.

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