



DivX Honored as One of the Fastest Growing Technology Companies in North America by Deloitte

DivX ranks 273 in Deloitte's 2009 Technology Fast 500(TM)

SAN DIEGO, Oct 21, 2009 /PRNewswire-FirstCall via COMTEX News Network/ --

DivX, Inc. (Nasdaq: DIVX), a digital media company, today announced it has once again been honored as a member of Deloitte's elite Technology Fast 500(TM), an award to the top 500 fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. DivX was among 18 San Diego companies to be acknowledged in Deloitte's Technology Fast 500(TM), an award it has received for three years straight.

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

DivX(R) technology allows digital videos to be compressed to a fraction of their original size while still maintaining excellent visual quality. With the DivX format, even full length movies can be quickly downloaded from the Internet and played on a DivX Certified(R) consumer electronics device, including HDTVs, DVD and Blu-ray players, portable media players and mobile phones. With more than 200 million DivX devices shipped into the market, it's simple for consumers to playback their favorite videos, movies and TV shows on the device of their choice anytime, anywhere.

"Technology Fast 500(TM) recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth," said Phil Asmundson, Vice Chairman and U.S. Technology, Media and Telecommunications leader, Deloitte LLP. "We congratulate DivX on this accomplishment."

"We are honored to be recognized once again as a member of Deloitte's Fast 500(TM) and see it as validation of our success in creating an ecosystem that delivers a high-quality media experience for consumers to enjoy," said Kevin Hell, Chief Executive Officer, DivX, Inc. "Thanks to the hard work of hundreds of DivX employees worldwide, we are transforming our vision of a connected media landscape into reality."

Ranking in Deloitte's Technology Fast 500(TM) is based on percentage of revenue growth over a five-year period. DivX grew approximately 475 percent from 2004 to 2008.

For more information about DivX, visit www.divx.com.

Technology Fast 500(TM) Selection and Qualifying Criteria

Technology Fast 500(TM) provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. This ranking is compiled from nominations submitted directly to the Technology Fast 500(TM) website, and public company database research conducted by Deloitte. Technology Fast 500(TM) award winners for 2009 are selected based on percentage fiscal year revenue growth during the five year period from 2004 to 2008.

In order to be eligible for Technology Fast 500(TM) recognition, companies must own proprietary intellectual property or proprietary technology that contributes to a significant portion of the company's operating revenues. Using other companies' technology or intellectual property in a unique way does not satisfy this requirement. Consulting companies, professional service firms, etc. are not eligible unless they have proprietary technology that contributes to a significant portion of their operating revenues.

Technology Fast 500(TM) award eligibility requirements also include base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. These revenues must have more than doubled between 2004 and 2008. Additionally, companies must be in business for a minimum of five years, and they must be headquartered within North America.

About Deloitte

As used in this document, "Deloitte" means Deloitte LLP. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

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 200 million DivX 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 historical growth rate may not be indicative of results for any future period; 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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