



## **P&F and DivX Partner to Offer Complimentary Hollywood Films to U.S. Consumers Who Purchase Select DivX Certified(R) Philips Consumer Electronics Devices**

### **Consumers can enjoy a complimentary hit movie such as *Batman Begins* in the high-quality DivX(R) format**

ATLANTA and SAN DIEGO, Oct 21, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- P&F USA, the exclusive manufacturer and distributor for Philips FlatTVs and home theater products in the U.S., and DivX, Inc. (Nasdaq: DIVX), a digital media company, today announced that U.S. consumers will be offered a complimentary movie title in the high-quality DivX(R) format with the purchase of one of a range of DivX Certified(R) Philips consumer electronics devices. The promotion runs until December 31, 2009 or while supplies last.

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

DivX technology is a digital media solution that offers consumers a high-quality video experience anytime, anywhere, on any DivX Certified device. The DivX Certified models from Philips that qualify for the promotion include: six Philips LCD FlatTVs (32PFL6704D/F7, 42PFL6704D/F7, 47PFL6704D/F7, 42PFL7704D/F7, 47PFL7704D/F7, 52PFL7704/F7), four Philips Blu-ray disc players (BDP7310, BDP5010, BDP5012, BDP3020), three Philips Home theater systems (HTS5100, HTS3371, HTS3372), and two Philips DVD players (DVP5990, DVP3982).

To receive a complimentary film, a consumer will need to register his or her newly purchased DivX Certified Philips device at [www.divx.com/philips](http://www.divx.com/philips). Once registered, the consumer will be prompted to choose a movie from among five different titles, including *Ace Ventura: Pet Detective*, *Batman Begins*, *Green Lantern: First Flight*, *Sisterhood of the Traveling Pants* and *Two Weeks Notice*, while supplies last, and digitally download the selected movie to a computer before transferring it to the Philips device. Because DivX technology allows video content to be compressed to a fraction of its original size, consumers may use a USB stick, SD card or disc to easily playback the movie on their new Philips device.

"We're excited to join DivX in rewarding our U.S. consumers with a free movie that they'll be able to watch and enjoy on their Philips DivX Certified devices," said Todd Richardson, senior vice president of sales and marketing for P&F USA, the exclusive manufacturer and distributor for Philips FlatTVs and home theater products in the U.S. "The ability to playback DivX videos, including premium Hollywood content in the DivX format, is a key feature of many of our products and one that we believe contributes to their success in the marketplace."

"This is the first, of what we hope to be many DivX premium Hollywood content promotions in the United States," said Eric Rodli, Executive Vice President, Licensing at DivX, Inc. "We are excited to work with P&F to help our users throughout the United States enjoy hit movies on a wide range of Philips DivX Certified devices."

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 about Philips FlatTVs and home theater products, visit [www.philipshd.com](http://www.philipshd.com)

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

#### *About P&F USA*

P&F is a subsidiary of the Funai Electric Co., LTD, Inc. and is the exclusive licensee for Philips consumer televisions and home theater in North America. Funai Electric Co., Ltd., established in 1961, is headquartered in Osaka, Japan and is listed in the Tokyo Securities Exchange First Section (6839). In addition to the consumer electronic product brands sold by FUNAI Corporation and the products sold by other FUNAI sales and marketing companies in Asia, Europe, and South America, Funai Electric Company, Ltd. is a major original equipment manufacturer (OEM) supplier for appliance, consumer electronics, computer, and computer peripheral companies on a global basis.

For more information on the Funai group, please visit [www.funaiworld.com](http://www.funaiworld.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 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 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.

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