



MediaTek MT8530 is World's First DivX Plus(TM) HD Certified Chip to Power Blu-ray Disc(R) Players

MediaTek Blu-ray chip delivers high-quality DivX Plus HD 1080p video experience with advanced features in the MKV container

SAN DIEGO and HSINCHU, Taiwan, Oct 26, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DivX, Inc. (Nasdaq: DIVX), a digital media company, and MediaTek Inc., a leading fabless semiconductor company for wireless communications and digital multimedia solutions, today announced the DivX Plus(TM) HD Certification of MediaTek's MT8530 chip. This chip is designed to enable Blu-ray players to playback DivX Plus HD video based on H.264 technology and using the MKV container, providing consumers with a true cinematic media experience at high-definition resolutions up to 1080p.

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

DivX Plus HD Certification is the highest level of certification available from DivX and supports the playback of all content created with DivX(R) software. Available on www.divx.com, DivX software allows users to create and playback H.264 video in a .mkv file container. DivX Plus HD Certified devices will playback previous versions of DivX video, premium Hollywood content in the DivX format, and DivX Plus HD video files with the .mkv file extension and AAC audio created with third-party tools. Known for great performance, visual quality and interoperability on any DivX Certified(R) device, DivX provides consumers with a comprehensive digital media solution supporting the majority of high-quality Internet video on their TVs or other consumer electronics devices.

"DivX Plus HD is clearly the standard for high-definition digital media playback in the living room," said Joe Chen, GM of Digital Consumer BU of MediaTek. "Our new MT8530 chip delivers the high-quality HD viewing experience consumers are demanding on the next generation of Blu-ray players."

"MediaTek is a market leader and their incorporation of DivX Plus HD technology into their latest chip is a significant milestone for DivX," said Kevin Hell, Chief Executive Officer at DivX. "We continue to partner with CE manufacturers to bring DivX Plus HD Certified devices to market, further expanding the DivX ecosystem so consumers can enjoy a wide variety of high-quality HD content at any time, on any device, from any manufacturer."

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 MediaTek visit <http://www.mtk.com.tw/>.

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

About MediaTek Inc.

MediaTek Inc. is a leading fabless semiconductor company for wireless communications and digital multimedia solutions. The company is a market leader and pioneer in cutting-edge SOC system solutions for wireless communications, high-definition TV, optical storage, DVD and Blu-ray products. Founded in 1997 and listed on Taiwan Stock Exchange under the code "2454", MediaTek is headquartered in Taiwan and has sales and research subsidiaries in Mainland China, Singapore, India, U.S., Japan, Korea, Ireland, Denmark and England. For more information, please visit MediaTek's website at www.mediatek.com.

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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