



DivX and On2 Technologies Finland Oy Partner to Develop Multimedia Solutions for Mobile Devices and Set-top Boxes

On2 Technologies Finland Oy IP Core Solutions to enable high-quality DivX(R) playback

SAN DIEGO and CLIFTON PARK, N.Y., Sept 15, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DivX, Inc. (Nasdaq: DIVX), a digital media company, and On2 Technologies Finland Oy, a leading supplier of embedded multimedia solutions to chip manufacturers, today announced a license agreement for DivX(R) technology. The agreement enables On2 Technologies Finland Oy to develop hardware-based Intellectual Property (IP) video cores for mobile devices and set-top boxes (STB) that are capable of decoding high quality DivX Home Theater video.

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

DivX technology produces compressed video that requires minimal storage for the highest quality media experience. This is particularly beneficial on mobile platforms due to their limited storage capacity. Mobile devices and STBs with DivX solutions embedded in their semiconductor chips are able to playback DivX video stored in internal memory, on microSD flash cards or USB drives.

"We are pleased to partner with DivX and bring the best of our two technologies together," said Jani Huoponen, General Manager at On2 Technologies Finland Oy. "Chips embedded with our new IP core solutions that include DivX technology will allow mobile devices and STBs to play back the increasing amount of DivX digital video and premium Hollywood content now available for consumers to enjoy."

"This partnership allows us to further expand the DivX ecosystem into two fast growing markets," said Eric Rodli, Executive Vice President, Licensing at DivX. "We're excited to work with On2 Technologies Finland Oy to enable consumers worldwide to enjoy their DivX video collections any time, on any device, from any manufacturer."

For more information about On2 Technologies Finland Oy visit www.on2.com.

For more information about DivX, 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 On2 Technologies Finland Oy

A wholly-owned subsidiary of On2 Technologies, Inc., On2 Technologies Finland Oy licenses to chip and mobile handset manufacturers and other developers of multimedia consumer products, the hardware and software designs that make the encoding or decoding of video possible on mobile handsets, set top boxes, portable media players, cameras and other devices.

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.

<http://www.divx.com/>

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