



Via Licensing Corporation Announces Expanded Presence in Korea

New Seoul-based senior licensing executive highlights the importance of Korean market

San Francisco, March 23, 2011—Via Licensing Corporation, a company that develops and operates patent pools in cooperation with essential patent owners worldwide, announced the appointment of Kabtae Han, a highly respected veteran of intellectual property management, as Senior Licensing Sales Manager, Korea. Mr. Han will be responsible for establishing the company's presence in Korea.

A leader in patent pool license administration, Via Licensing Corporation is expanding its global presence already established in Japan, Hong Kong, Europe, and the US.

Before joining Via Licensing, Mr. Han was a leader with the intellectual property team at Samsung Electronics for over 20 years. Prior to Samsung, Mr. Han practiced patent prosecution for seven years with the Central International Law Firm in Seoul.

"We are very pleased and honored to welcome Kabtae Han to our expanding team," said Nate Alvord, Vice President of Licensing and Program Management, Via Licensing. "Patent pool administration is a unique and complex business, and we are fortunate to add Kabtae's deep experience and unmatched qualifications to Via Licensing's international team. Under Kabtae's leadership, we are confident our expanded presence in Korea will continue to foster growth in this key market."

About Via Licensing Corporation

Via Licensing Corporation is a wholly owned subsidiary of Dolby Laboratories, Inc. (NYSE: DLB) a company with more than 40 years experience in technology licensing.

Via Licensing is dedicated to the development and administration of licensing programs for mandated, de facto, and emerging standards on behalf of innovative technology companies in the audio, broadcast, wireless, and automotive markets. For more information about Via Licensing Corporation, please visit vialicensing.com.