

## FOR IMMEDIATE RELEASE

### RCDb names Hervé Utheza as President

SAN FRANCISCO, CA – June 29<sup>th</sup>, 2009. The Related Content Database, Inc. today announced that Hervé Utheza has joined as its new President.

Mr. Utheza brings 17 years of experience and history in the digital television, consumer electronics and broadband worlds. He held various executive positions at Thomson-RCA, OpenTV, Liberate Technologies (now part of Comcast), and place-shifting software provider Orb Networks.

“The digital transition is happening, and here to stay, but monetization metrics for digital can be greatly improved”, Mr. Utheza said. “Consumers primarily care about content, and already understand the value of a movie ticket, a DVD disc, a promotional discount coupon. They are also familiar with traditional hardware product categories: a TV, a DVD player, a game console, a mobile phone. Enabling those product categories with the RCDb platform means tying them and the digital media they deliver to real life content, products, services and promotions. *That* is the answer to helping studios and content owners embrace digital technologies”.

RCDb offers a software and BD Live services platform powering connected experiences through Blu-ray disc. The RCDb client provides IP networking and services update management capabilities, while the RCDb server manages the delivery of pre-integrated, dynamic content and services offering across users, devices, and platforms.

“As RCDb continues to build the future of the Blu-ray platform – and more -, we are looking at licensing opportunities and how we can help the market leverage the growing installed base of Blu-ray DVD players connected to the Internet” said Zane Vella, Founder and CEO of RCDb. “Hervé brings extensive software licensing experience and a keen understanding of the technology landscape. He has been instrumental in licensing software which now runs in more than 125 million TV households, and we both look forward to making great advances in the Blu-ray platform together”.

#### ABOUT

The Related Content Database Inc. (RCDb) is a leading provider of services and software for network-connected Blu-ray discs, players and other connected devices. Founded in 2006, RCDb provides fundamental infrastructure, products and services upon which Blu-ray, web services developers and connected devices manufacturers can rapidly and efficiently build compelling value added services.

[www.rcdb.net](http://www.rcdb.net)