



For Immediate Release

CONTENTGUARD ANNOUNCES PROMOTION OF KARSTEN VOERMANN TO CHIEF OPERATING OFFICER, ADDITION OF JAMES BAKER TO LEAD STRATEGIC DEVELOPMENT

***Intellectual Property Technology Firm Continues to Enable New
Consumer-Friendly Business Models for Content Distribution,
Pursues Intellectual Property Growth and Licensing Opportunities***

July 9, 2008 – El Segundo, California – ContentGuard, the California-based intellectual property firm that develops and licenses technologies to enable new consumer-friendly digital content distribution business models, today announced the promotion of Karsten Voermann as Chief Operating Officer and the addition of James Baker as Vice President of Strategic Development.

Karsten Voermann takes on the title and responsibilities of ContentGuard's Chief Operating Officer, previously having served as Chief Financial Officer for the company. He brings a deep background in operations, strategic consulting, and business development. Prior to joining ContentGuard, Voermann led finance and administration at CPA2Biz. He also held financial, corporate development, media technology and strategy positions at Microsoft, Bain & Company, and McKinsey & Company. He holds a BA from the University of Western Ontario and an MBA from the Harvard Business School. Voermann is also a Certified Public Accountant.

As Vice President of Strategic Development, James Baker assumes responsibility for corporate development, new segment and asset growth, and market relations. He has broad experience in corporate strategy, business development, and trademark/brand licensing activities. He has held senior consulting and management roles at CPA2Biz and Bain & Company focused on corporate and business development and product management in the technology, telecommunications, private equity and consumer products industries. Baker holds a BA from Harvard University and an MPhil and PhD in International Relations from the University of Cambridge (UK).

“The addition of James and promotion of Karsten are essential to ContentGuard’s continued and expanding mission to develop and deploy new technologies,” said ContentGuard Chief Executive Officer Rob Logan.

“We believe that ContentGuard is critically-positioned at the interplay between the consumer and content owner. As the distribution of digital content continues to expand, content owners have a need to enable new business models while protecting the rights to and use of that content, whether it be in the enterprise or consumer media sectors. Karsten’s operational expertise will optimize our ongoing operations and facilitate corporate growth. James’ addition brings complementary capabilities to an already-strong ContentGuard team that will allow us to engage in an expansion of our intellectual property and licensing activities,” Logan added.

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ABOUT CONTENTGUARD

ContentGuard develops and licenses digital rights management (DRM) technology which enables the creation of new digital content business models, consumer-friendly services, and enterprise content security solutions. The company’s portfolio features more than 190 patents and over 250 pending applications worldwide. ContentGuard maintains strong relationships with companies that facilitate the seamless movement of digital content across devices, maintaining the rights of content owners and meeting the needs of consumers. ContentGuard was spun out of Xerox PARC in 2000 and is privately-held. Current licensees of ContentGuard technology include Sony, Sony Ericsson, LG Electronics, Sharp, Microsoft Corporation, Thomson, and Time Warner, Inc. For more information about ContentGuard and its technology and licensing programs, please visit <http://www.contentguard.com>.

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