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**PHILIPS SPIN-OUT CIVOLUTION HIGHLIGHTS GROWTH AND
FUTURE SERVICE EXTENSIONS**

Media intelligence service Teletrax revenue up more than 40% year on year.

Eindhoven, Netherlands, December 18th 2008 – Civolution, the recent spin-out from Philips and a world-leading technology and services provider for identifying, managing and monetizing media content, announced today record revenue growth rate of its Teletrax service arm.

Teletrax, the media intelligence and broadcast verification service of Civolution, witnessed continued strong interest in its service during the second half of 2008. Media executives are under intense pressure to find ways to determine precisely the performance of their video assets. By measuring exactly and rapidly the impact of their assets or projects, they can make the necessary adjustments and ultimately optimize the value of their video.

Teletrax renewed and signed a number of new contracts with major industry media owners in the news, sports, entertainment, advertising and marketing communication industries. As an example, Teletrax is now entering the second year of its agreement with the European Commission to measure and report on the usage of its audio visual materials. Such client relationships helped Civolution increase its Teletrax revenue to deliver more than 40% year on year growth for 2008 against 2007.

“In such uncertain economic times, measurement is critical to ensure optimum return on investment”, said Andy Nobbs, Chief Commercial Officer at Civolution. “It is increasingly important for companies to ensure they are wisely allocating their resources and budget. Teletrax is all about helping its clients achieve and measure that success.”

Further to the amalgamation of the two entities Philips Content Identification and Teletrax in August this year and its subsequent spin-out from Philips in October; Civolution continues to develop the synergies of the two entities. It is working on further enhancing its broadcast verification service for new business applications by integrating Mediahedge video fingerprinting to its global broadcast monitoring network. The service is also being enhanced with a sophisticated media tracking solution for the internet.

“We have been very impressed by the level of positive feedback we have received following the integration of Teletrax into Civolution” said Alex Terpstra, CEO of Civolution. “Our fantastic teams continue to work very hard, listening to our customers and prospects, to engineer content identification and measurement solutions that will help our clients obtain the information they need to make the right decisions.”

The latest customers join an already impressive list of media organisations: Associated Press, Thomson-Reuters, ABC Television Network, CBS Television, Disney-ABC Domestic Television, Fox Broadcasting Company, NBC News Channel, The NBC Agency, NBC Universal Domestic Television, United Nations, ITN Networks, Euro RSCG 4D DRTV, Agence-France-Presse, Major League Baseball, Volvo Event Management and more.



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About Civolution (www.civolution.com)

Civolution was formed in October 2008 as a spin-out of Royal Philips Electronics and is a world leading technology and services provider for identifying, managing and monetizing media content. Civolution offers cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, payTV and online. Through its Teletrax and Mediahedge service portfolio Civolution offers world-class media content tracking and monetisation services that enable video content owners to precisely track and monitor where, when and how their content is being used. The services yield critical media intelligence that is of proven value to motion picture studios, news organizations, network and syndicated TV programmers, brand marketers, corporate communicators, and advertising and public relations agencies, to control their content and unlock new revenue streams. Teletrax currently maintains a proprietary network of detectors that monitors the television broadcasts of over 1,500 channels from more than 50 nations. Headquartered in Eindhoven, The Netherlands, Civolution has offices in London, New York and Los Angeles.