



NEWS RELEASE

Grundig Selects Rovi Guide CE to Improve Customer Experience

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New Technology Brings Best-in-Class Search and Recommendations for European Consumers

SANTA CLARA, Calif. & LONDON--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that Grundig, a worldwide leading supplier of entertainment electronics, has renewed its licensing and product agreement with Rovi. As part of the agreement Grundig will use the latest release of Rovi Guide CE to power enhanced search and recommendations in their LED TVs manufactured in 2015 and distributed across Europe. This arrangement marks the first license of the Rovi Guide CE with the integration of Rovi Search and Recommendations Services.

Rovi Guide CE, called "Web EPG" and accessible via the icon "TV-Guide" on the main user menu or via the "Guide" button on Grundig TV remote controls, is designed to increase entertainment consumption and consumer satisfaction. Through the combination of Rovi Video entertainment metadata and Rovi Search and Recommendations Services, this advanced discovery solution will enable consumers to find the content that interests them across a range of sources, including broadcast programming, premium over-the-top (OTT) entertainment and catch-up TV.

"We strive to deliver TVs that provide simple, immersive discovery interfaces for our consumers," said Yasin Gündüz, head of global TV product management Grundig at ARCELIK AS. "Our continued collaboration with Rovi enables us to deliver the best possible experience for our consumers, and we are excited to now license Rovi Guide CE with enhanced Search and Recommendations Services to further improve content discovery for our customers across all of our brands."

“Consumers today are presented with limitless content choices as the number of channels and services soar,” said Omar Javaid, senior vice president and general manager, discovery and platforms, Rovi. “By integrating the Rovi Guide CE with Rovi Search and Recommendations Services, Grundig is improving the customer experience by providing consumers with among the most advanced entertainment experiences possible, with highly accurate recommendations that give quick access to desired content. As competition for consumer interest increases, entertainment discovery is fast becoming a new and crucial area of differentiation across the TV industry.”

The latest updates to Rovi Guide CE provide a new personalized home screen and harness the Rovi Knowledge Graph Engine – a semantic database of named entities – where the relationships between these entities are dynamically mapped for predictive and intelligent results for search and discovery. Rovi Guide CE offers consumers a truly intelligent experience that provides consumers with access to their favorite entertainment content across linear and OTT TV.

About Grundig Intermedia

Grundig Intermedia GmbH is one of the world’s leading suppliers of entertainment electronics and household appliances. Since 2007, Grundig Intermedia GmbH has been part of Arcelik A.S., one of the leading companies within the listed Koç-Group, a conglomerate active throughout the world. At its Headquarters in Nuremberg, Germany Grundig Intermedia employs about 140 people working in Marketing, Sales, Product and Quality Management, Design and Service. Worldwide, the Grundig brand employs an additional 1,600 people in production, R+D and Sales. The company has its roots in the traditional German company Grundig AG, which in its time was famous around the world for radios and televisions. Grundig Intermedia assumed responsibility for the core activity of entertainment technology and then expanded this with small and large household appliances. Today the company is organised into three product groups – Consumer Electronics, small domestic appliances and large household appliances. Its portfolio includes products ranging from MP3 players, to 65-inch UHD televisions, to hair styling devices, vacuum cleaners and kitchen machines as well as ovens, dishwashers and washing machines. Grundig has been the first, official technology partner of the German Bundesliga since 2011. For more information, please visit www.grundig.de.

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company’s pioneering guides, metadata and recommendations continue to drive program search and navigation on millions of devices across the globe. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000

issued or pending patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at Rovicorp.com.

Forward-Looking Statements

All statements contained herein that are not statements of historical fact, including statements that use the words “will” or “is expected to,” or similar words that describe the Company’s or its management’s future plans, objectives or goals, are “forward-looking statements” and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of the Company to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in the Company’s most recent report on Form 10-K for the period ended December 31, 2014, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at www.sec.gov). The Company assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

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Source: Rovi Corporation