



NEWS RELEASE

Rovi Appoints Dave Longaker as Chief Revenue Officer

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SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that Dave Longaker has joined the company as chief revenue officer (CRO). In this newly created role, Mr. Longaker will be responsible for driving Rovi's global revenue across the discovery, monetization and intellectual property (IP) product lines. Reporting directly to Rovi Executive Vice President and Chief Operating Officer (COO) John Burke, Mr. Longaker is based at the Santa Clara, California corporate headquarters.

"Dave's extensive leadership experience managing key service provider relationships uniquely positions him to help drive Rovi's sales operations across our full range of discovery and monetization solutions," said Mr. Burke. "Dave has an impressive track record of developing new markets, engaging new customers, exceeding sales targets, and acquiring competitive market share in the industries that Rovi serves. His appointment and the creation of this leadership position further underscores Rovi's dedication to bringing best-in-class products to our customers."

Prior to joining Rovi, Mr. Longaker served as the senior vice president of sales at Alcatel-Lucent. In this role, he supported a diverse portfolio of customers, including telco, wireless, Internet, satellite, and cable companies, and managed one of Alcatel-Lucent's largest accounts, SoftBank/Sprint. Before that Mr. Longaker worked at Nortel Networks, where he held a number of positions, including vice president for U.S. cable accounts and major account leader for Comcast. Mr. Longaker holds both Bachelor's and Master's of Science degrees in electrical and computer engineering from John Hopkins University.

"Rovi is transforming the way consumers connect to entertainment and how service providers are monetizing the user experience," said Mr. Longaker. "I am pleased to be joining the company at such an exciting time. I look

forward to building on Rovi's vision of bringing innovative solutions to market that enable our customers to tailor and differentiate their services to help consumers easily discover the content they love."

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data 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