



NEWS RELEASE

Rovi and Suddenlink Sign Deal for Rovi DTA Guides

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Seventh largest U.S. cable broadband company joins other leading service providers to drive customer satisfaction via program guide for HD DTAs

SANTA CLARA, Calif. & LAS VEGAS--(BUSINESS WIRE)-- International CES — Rovi Corporation (NASDAQ: ROVI) today announced a deal with Suddenlink, the seventh largest U.S. cable broadband company, to deploy Rovi DTA Guides to customers with high definition (HD) digital terminal adapters (DTAs).

“Rovi’s agreement with Suddenlink is testament to the company’s continued leadership and dedication in bringing innovative discovery solutions to pay-TV homes,” said Bob Shallow, senior vice president of sales at Rovi. “Service providers in the U.S. and Latin America have used Rovi DTA Guides to drive customer satisfaction in an increasingly crowded and high-stakes media and entertainment marketplace.”

Suddenlink joins the growing list of service providers benefiting from Rovi DTA Guides to drive subscriber satisfaction with the popular guide experience. The Rovi DTA Guide allows service providers to offer subscribers the popular guide experience that includes the ability to find out what’s on TV, tune channels directly from the program grid, set parental controls and even set language options for the guide and audio.

The features of the Rovi DTA Guide include TV listings by time, on now/on next banner to browse listings while watching TV, program information, and multiple language settings. The scaled video feature enables viewers to continue watching their current channel while navigating the guide.

“Our customers have relied on Rovi guides to inform and enhance their entertainment viewing experience,” said Suddenlink Senior Vice President and Chief Programming Officer Kathy Payne. “Suddenlink looks forward to



improving the user experience in subscriber homes with Rovi DTA Guides.”

About Suddenlink

Suddenlink (suddenlink.com) is the seventh largest cable broadband company in the United States, supporting the information, communication and entertainment demands of approximately 1.4 million residential and commercial customers in Arkansas, Louisiana, North Carolina, Oklahoma, Texas, West Virginia and elsewhere. Suddenlink simplifies its customers' lives through one call for support, one connection, and one bill for TV, Internet, phone and other services.

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-Q for the period ended September 30, 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.

Rovi Corporation

Stacey Hurwitz, 408-472-4120

Source: Rovi Corporation