



NEWS RELEASE

Rovi's G-Guide Powers Sharp's New AQUOS TV

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Largest Japanese TV Manufacturer Introduces New TV Models with Advanced Electronic Programming Guide to Drive Entertainment Discovery

SAN CARLOS, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced Rovi's G-Guide® will power entertainment discovery on Sharp's new models of its popular AQUOS TVs available later this month in Japan. The new LC-40W35 TVs feature Rovi's G-Guide, providing viewers with advanced programming functionality to easily search and connect to their favorite entertainment. As the company with the largest TV market share in Japan, this is Sharp's first deployment of Rovi's G-Guide on any of their popular TV models, which will bring a more streamlined viewing experience to an even wider audience of Japanese consumers.

With G-Guide, Sharp's new AQUOS TVs give consumers innovative features, like advanced tagging and search capabilities, so they can quickly and easily search, organize and view programs across a common theme, keyword or celebrity name.

"Consumers look to Sharp to provide search and discovery capabilities that help them find video content across multiple platforms and services," said Akihiro Munatoshi, vice president, head of domestic business unit, digital information appliance division, Consumer Electronics Company, Sharp Corporation. "Working with Rovi enables us to enhance our LCD TV solutions so our customers can receive an unparalleled entertainment experience, as already proven with the integration of G-Guide on our Blu-ray disc recorders product line."

"Our expansion with Sharp shows how popular Rovi's G-Guide is among Japanese consumers and that the biggest brands in the world are using Rovi discovery solutions to create stronger, more seamless search experiences for their customers," said Michael Hawkey, senior vice president and general manager of discovery, Rovi. "G-Guide

gives service providers and consumer electronics manufacturers the ability to differentiate their own offerings in an increasingly saturated marketplace. With advanced programing functionality, they can rest assured that viewers will be able to find the content that will fit their tastes.”

About Rovi Corporation

Rovi Corporation (NASDAQ: ROVI) is creating personalized and data-driven ways for viewers to discover the right entertainment and for providers to discover the right audiences. Chosen by top brands in entertainment content, services and devices, Rovi touches the lives of hundreds of millions of consumers by providing comprehensive solutions, customizable products and technology licensing to make discovery simple, seamless and personal. With more than 5,000 issued or pending patents worldwide, Rovi is advancing entertainment and audience discovery. Learn more at rovicorp.com or follow us on Twitter @rovicorp.com.

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