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Wed, June 22nd

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SportsLine.com and DDB Technologies Reach Agreement for Interactive Media-Based Patent Portfolio



SPORTSLINE.COM LOGO

SportsLine.com, Inc. (Nasdaq:SPLN) is the leading global Internet sports media company and publisher of CBS

SportsLine.com. (PRNewsFoto)[TC]
 FORT LAUDERDALE, FL USA 06/19/2001

FORT LAUDERDALE, Fla. and AUSTIN, Texas, June 30 /PRNewswire-FirstCall/ -- SportsLine.com, Inc. (Nasdaq: [SPLN](#)), a leading Internet sports media company and publisher of CBS SportsLine.com (<http://cbs.sportsline.com>), and DDB Technologies, LLC, an intellectual property holding company, today announced an agreement whereby SportsLine.com has licensed DDB's patent portfolio relating to the use of interactive media to cover live sporting events. SportsLine.com has been granted a non-exclusive license to three DDB patents. Financial terms and conditions of the deal were not disclosed.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20010619/SPLNLOGO-b>) "SportsLine.com is pleased to secure the licensing rights to these patents," stated Mike Levy, founder and CEO of SportsLine.com, Inc. "The cutting-edge technology available under these patents helps SportsLine.com continue to provide its users the best experience possible."

The technology described in the patents supports a variety of Internet-oriented data services, including:

- * Live game status
- * Play-by-play text, graphics, and animation
- * After-the-game replay

"We are extremely excited to partner with SportsLine.com, the on-line sports information leader," stated Dr. David R. Barstow, Founder and President of DDB Technologies. "SportsLine.com is a tremendous flagship licensee for our on-going patent licensing program."

This license agreement marks the continuation of DDB's strategic intellectual property plan and the successful launch and implementation of its patent licensing program.

According to Michael McLaughlin, a Managing Director with Intellectual Property Asset Corporation (IPAC), who served as the financial consultant and chief negotiator for DDB, "SportsLine.com is a market leader in this industry and is a perfect flagship licensee to start the roll-out of this licensing program. Hopefully, they will be the first of many companies to take a license to this valuable patent portfolio."

About SportsLine.com, Inc.

SportsLine.com (Nasdaq:[SPLN](#)) is at the leading edge of media companies providing Internet sports content, community and e-commerce. As the publisher of CBS SportsLine.com and the official Web sites of the NFL, PGA TOUR and NCAA Sports, the Company serves as one of the most comprehensive sports information sources available, containing an unmatched breadth and depth of multimedia sports news, information, entertainment and merchandise. SportsLine.com also serves as a primary sports content provider for America Online.

About DDB Technologies, LLC

DDB Technologies, LLC, located in Austin, Texas, is an intellectual property holding company established to capitalize on the value of its patented technology. The technology described in the patents supports a variety of interactive media services related to sports events. The company's President and Founder, Dr. David Barstow, has a Ph.D. in Computer Science from Stanford University and is the inventor of the technology. Dr. Barstow is an internationally recognized authority in Artificial Intelligence and Software Engineering.

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