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GUBA and MPAA Team Up to Crack Down on Movie Piracy

Digital Fingerprinting of Films and TV Shows

Prevents Illegal Online Distribution

San Francisco and Los Angeles, Calif. - July 20, 2006 - GUBA, a leading online video entertainment website, announced today that it is collaborating with the Motion Picture Association of America, Inc. (MPAA) to block illegal trading of movies and television programs on www.guba.com. GUBA is the first video sharing community to partner with the MPAA in filtering copyrighted video.

GUBA is filtering movies and TV shows using a proprietary technology, codenamed "Johnny." Johnny analyzes video in digitized form and generates a unique fingerprint for each video. Once Johnny has scanned a video, that video is blocked from illegal file trading or distribution on GUBA's site. GUBA plans to make Johnny available to other video sharing services to help eliminate copyright infringement on the Web and on Usenet, an electronic bulletin board commonly used for illegal file sharing. Until the implementation of Johnny, copyrighted content on Usenet has been largely unfiltered.

"Johnny can identify a video, even if that video has been modified, cropped, reformatted, re-encoded or reposted," said Thomas McInerney, CEO and founder of GUBA. "GUBA allows users to upload and share their videos, while Johnny

helps protect copyright holders from illegal posting and sharing. Johnny is an essential cog in making video sharing safe and easy.”

The MPAA has been working with a wide array of technology companies to provide a bridge in the digital transition. GUBA and the MPAA have included thousands of movies and television programs from major studios in Johnny’s filters. Filtering efforts on MPAA titles have so far been successful, and GUBA is committed to continuing and improving on this initiative. In the last month, GUBA has begun distribution of Warner Bros. and Sony film and television shows online.

“Providing consumers legitimate ways to get movie and television programming online is essential to our industry,” said Chairman and CEO of MPAA, Dan Glickman. “Collaborating with GUBA has given us an opportunity to test new technology that will help ensure consumers can freely share videos without being exposed to illegal programming, which could lead to copyright infringement. We hope that other such sites will employ similar technology which allows them to conduct legitimate online businesses while protecting the creations of thousands of people who work in the entertainment industry.”

As a copyright-friendly service, GUBA currently prevents users from uploading feature-length films, DRM-protected content, MP3 files, and software.

About GUBA

GUBA is a leading online entertainment destination helping you find digital content that will entertain and captivate you. On www.guba.com you can easily browse, download and share video, and buy feature films and TV shows from quality producers, such as Sony and Warner Bros. GUBA has an intuitive search interface that enables rapid download to the PC, iPod, PlayStation Portable, and other portable devices. Users can watch video in Flash, QuickTime, and Windows Media formats, and can stream video in their home network using Windows Media Center and Apple's Front Row.

GUBA accepts video submissions from users in all commonly available formats, indexes video from parts of the Internet that major search engines do

not search, and licenses feature films and TV shows from major studios and independent producers.

Founded in 1998, GUBA is privately held and is located in San Francisco, California. For more information, please visit www.guba.com.

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About the MPAA

The Motion Picture Association of America (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Buena Vista Pictures Distribution; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLP; and Warner Bros. Entertainment Inc.

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