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## DataPlay acquires DaTARIUS technology and resumes operations

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**Longmont, CO / Reutte, Austria (August 19, 2008)** — The U.S. based DPHI, Inc. dba DataPlay has received the approval to purchase the assets and intellectual property of DaTARIUS worldwide and resume operations immediately. DataPlay will be forming a new subsidiary in Austria and in the United States to continue to serve DaTARIUS's existing customer base. The new company will combine DaTARIUS's existing expertise in optical test equipment with DataPlay's advance technologies to create a true leader in the optical media marketplace. This new level of integration will allow DaTARIUS to quickly develop and manufacture new products that exceed the current and future needs of optical media manufacturers.

"Working with DaTARIUS GmbH over the last several years has given DataPlay a unique insight into the optical test equipment marketplace." said Bill Almon Jr., President and CEO of DPHI, Inc. / DataPlay. "We are pleased to be able to build upon DaTARIUS GmbH's past successes and leverage DataPlay's optical expertise in integrating future designs. Our goal is to rapidly integrate the two companies and continue to support the existing customer base."

The DataPlay/DaTARIUS relationship began in 2005 as a cooperative joint venture with the purpose of developing optical drive technology for DaTARIUS's existing and next generation products, including CD, DVD, and Blu-ray formats. Since then, DataPlay and DaTARIUS have worked together creating proprietary technology to establish DaTARIUS's DaTABANK product line.

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### **About DPHI DaTARIUS GmbH Austria**

DPHI DaTARIUS GmbH (<http://www.datarius.com>) is a newly formed global company focused on providing solutions throughout the optical media manufacturing industries. DaTARIUS developed the first commercial CD test system and has over 20 years' experience in the manufacture and distribution of equipment for inspecting, measuring, and optimizing at every stage of the optical media manufacturing process.

**About DPHI, Inc. / DataPlay**

DataPlay (<http://www.dataplay.com>) provides advanced optical solutions and engineering services to a wide array of customers. Headquartered in Longmont, Colorado, DataPlay is a global innovator in optical storage technology. The company has a long-standing history developing and delivering technology uniquely suited for digital content distribution, including advanced digital rights management and content access. The company holds more than 100 U.S. Patents, in the areas of optical storage devices, media and content distribution.

For more information regarding DataPlay's or DaTARIUS's products, please contact Jay Matthews ([jmatthews@dataplay.com](mailto:jmatthews@dataplay.com)) or visit [www.dataplay.com](http://www.dataplay.com) or [www.datarius.com](http://www.datarius.com).