Press Contact: Kim Nguyen, IBM
                          (415) 545-2187
                          ktnguyen@us.ibm.com

IBM Security Interface Provides Digital Music Copyright Protection For Hundreds Of Consumer Electronic Devices

IBM Electronic Media Management System Features Trusted
Device Interface for Support of Leading Flash Memory Formats

CES 2001, Las Vegas, Jan. 8, 2001 -- With support for the industry's two leading flash memory standards, IBM today announced that its Electronic Media Management System (EMMS) Trusted Device Interface (TDI) provides copyright protection for more than 200 portable electronic devices in both connected and wireless environments.

EMMS is an electronic media distribution and digital-rights-management system offering a flexible and open architecture that provides a secure process for writing to flash memory formats including Memory Stick and the SD (Secure Digital) Media card from the SD Association (SDA). The device manufacturers using these memory formats will benefit from EMMS' rich security feature set which protects the intellectual property rights of content owners in every step of the electronic delivery process including playback.

The EMMS TDI is a common device driver that communicates between the EMMS server and portable devices to ensure that music content is consumed based on usage rights assigned by content owners. At the Consumer Electronics Show 2001, IBM will demonstrate its EMMS TDI with SD memory devices at the SDA booth #5158. IBM will also demonstrate compatibility with Memory Stick devices at the IBM booth #25120. The EMMS TDI extends to wireless devices, which will be demonstrated by NTT Docomo's wireless music distribution trial planned for the first half of 2001.

"We believe the widespread availability of consumer electronic devices that provide copyright protection for content owners will enable the music industry to more quickly meet

consumer demands for receiving music in digital form," said Dick Anderson, general manager, IBM Global Media & Entertainment Industry. "IBM's support for leading memory formats and devices has been an integral part of our EMMS strategy, designed to help the music industry develop a viable business model for the digital distribution o music."

"Memory Stick devices have been securely receiving and playing back EMMS-protected content through Open MG in the Japanese market since February 2000," said Yutaka Nakagawa, corporate senior vice president, Sony Corporation. "We are pleased to be working with IBM and to have EMMS, among other digital rights management technologies, provide support for the Memory Stick format."

"SD Memory Card enables consumers to enjoy premier music and other recordable media while protecting rights of artists and other creators of downloaded content," said SD Card Association president Ray Creech. "We welcome IBM's membership in the SDA and embrace the proven technology of EMMS. IBM's support provides further testimony to the growing acceptance of the SD memory standard."

Since its debut, EMMS has received support from BMG, Handleman Company, JesterDigital, labelgate.com, Liquid Audio Japan, music.co.jp, MusicMatch, RealNetworks, Reciprocal, Sony Corporation, Sterling Sound and Toshiba. EMMS was successfully tested in the first broadband music distribution trial conducted with the five leading record companies.

About EMMS

EMMS is a comprehensive electronic media distribution and digital rights management system designed to support a broad range of media types, beginning first with music and audio content. EMMS provides the foundation for new business models created by the digital delivery of assets and offers a rich set of security features designed to protect the intellectual property rights of content owners throughout the delivery process.

EMMS has an open architecture to allow technology advances in audio compression, encryption, formatting, watermarking, and end-user devices and applications to be integrated. EMMS is part of IBM's broadbased digital media management portfolio which offers comprehensive,

enterprise-wide solutions for creating, managing, storing and distributing digital assets. Additional information on EMMS can be found at www.ibm.com/software/emms.

About IBM

IBM is the world's largest information technology company, with 80 years of leadership in helping businesses innovate. IBM is helping media and entertainment companies worldwide take advantage of the business opportunities made possible by digital technology. IBM offers a comprehensive portfolio of solutions, networking and service offerings that is transforming the traditional creative and business processes of media and entertainment companies and positioning them to leverage their intellectual assets into new commercial opportunities. Additional information on IBM strategy for the media and entertainment industry can be found at www.ibm.com/solutions/media.

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