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FOR IMMEDIATE RELEASE

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DoDots Technology Embraced by ABC Television Network and ABC.com to Deliver Innovative ABC Dots on the Internet

ABC Dots provide viewers with an enriched online experience on their desktops

SUNNYVALE, Calif. – October 2, 2000 - DoDots, Inc., a digital infrastructure company, today announced that the ABC Television Network and ABC.com are using DoDots technology to launch ABC Dots, an exciting and innovative way to allow viewers to interact with their favorite ABC shows and characters via the Internet. In addition to using ABC Dots to provide its viewers with a direct online connection to its fall line-up and stars, ABC Dots will give ABC a persistent branded presence on their viewers' desktops.

"In our continuing effort to find new ways to connect with our audience, the ABC Dot truly stands out as a revolutionary new communication device," said Alan Cohen, executive vice president, marketing, advertising & promotion, ABC Entertainment Television Group. "The ABC Dots will allow people to experience the stars, the shows, and everything ABC has to offer in a whole new way." Michael Benson, senior vice president, advertising & promotion, ABC Entertainment added, "In addition to being an innovative marketing and branding tool, the ABC Dot will give our viewers a chance to use their computer desktops in ways they never imagined.

The ABC Dot provides immediate access to ABC's programming schedule and talent information, fun and informative games and puzzles, and other applications. Little Dot, the classic Harvey comic book character, will greet users when the ABC Dot is accessed and will guide them through the Dot features. Initially, ABC Dots will provide users with direct access to ABC's complete fall line up, including **"Who Wants to Be a Millionaire," "Dharma & Greg," "Norm," "The Drew Carey Show," "NYPD Blue," "Once and Again," "The Practice,"** and more. Additional ABC Dots and features are being developed and will be added as they become available.

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DoDots Exhibit 2034
Samsung v. DoDots - IPR2023-00621