

Sonic Solutions

Powering the Digital Media Ecosystem

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William Blair Emerging Growth Stock Conference

October 6, 2009

ROXIO

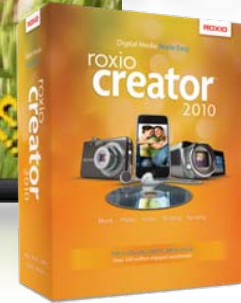
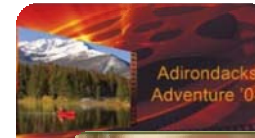
Safe Harbor

Statements contained in this presentation, other than statements of historical fact, may be deemed “forward-looking statements” and are made pursuant to the safe-harbor provisions of the private securities litigation reform act of 1995. These can include statements regarding growth and financial performance, financial outlook, strategic and operational plans, target markets, strategic priorities, potential benefits of Sonic's partnerships, Sonic's ability to strengthen relationships with content owners, distribution partners and end users, opportunities for Sonic arising from its strategic position within the personal and professional content digital media ecosystems, the next generation high definition format, and the download and burn business model. All forward-looking statements are based on current information and expectations and are inherently subject to change. Actual results may differ materially and adversely to those in our forward-looking statements due to various factors.

Sonic Enables Consumer Content

Premium

Personal



\$20M+

\$80-90M+



Personal Content Business

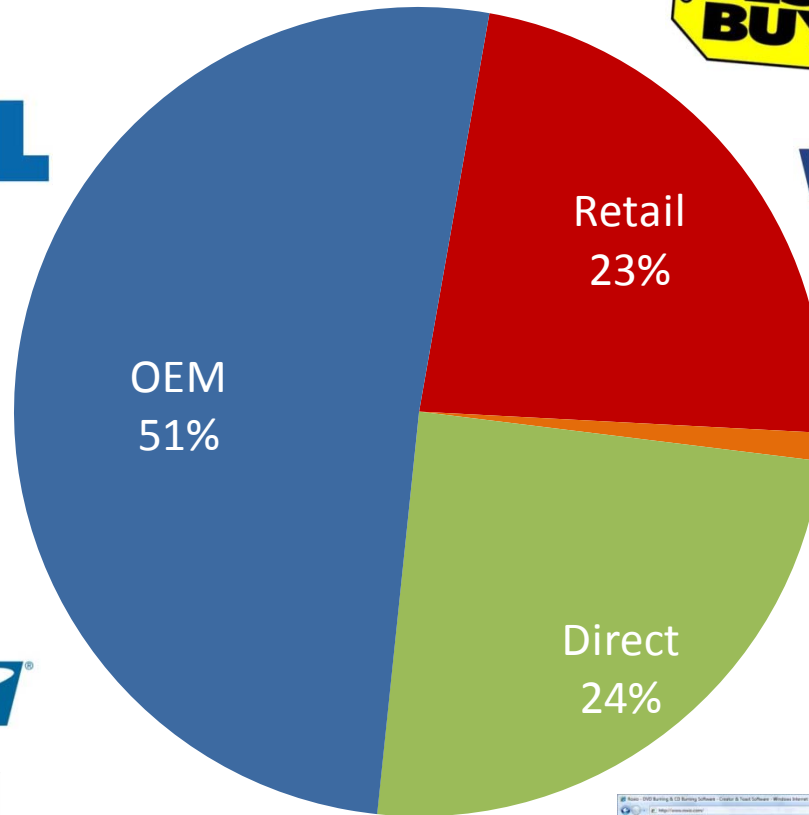
ROXIO®

Enabling personal content creation, enjoyment and distribution on connected devices



Roxio Revenue by Channel

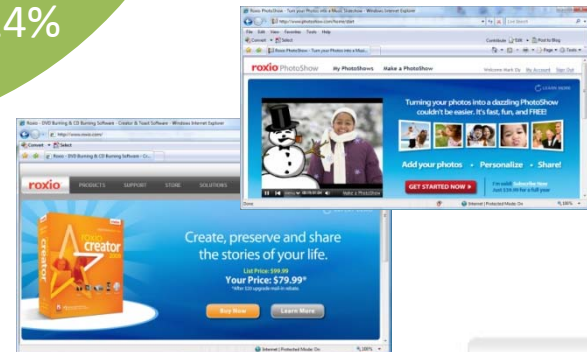
Roxio software is in 15,000 retail stores



Web Services
2%

~50 Million copies of Roxio software ship each year

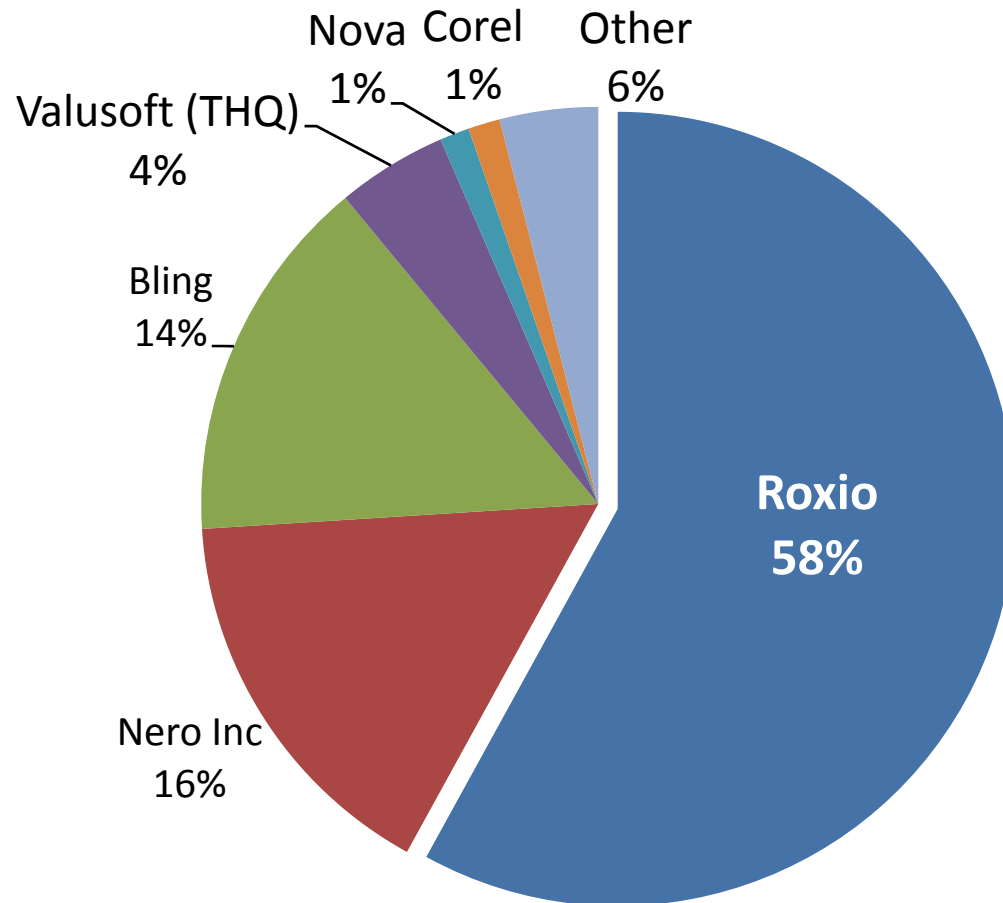
*As of June 30, 2009.



ROXIO

Roxio Brand Dominates US Retail

Y/Y Increase of 32.4%



Category Exclusivity at Costco, Sam's Club and Wal* Mart



*NPD Group, June 2009. Excludes Wal*Mart, Sam's Club and Costco.



Roxio Business Model

- Enable PC/CE OEM hardware with Roxio-branded digital media software and services
- Leverage Roxio brand channel position to maximize up/cross sell opportunities
- Extend consumer relationship from PC software purchase to online service revenue stream



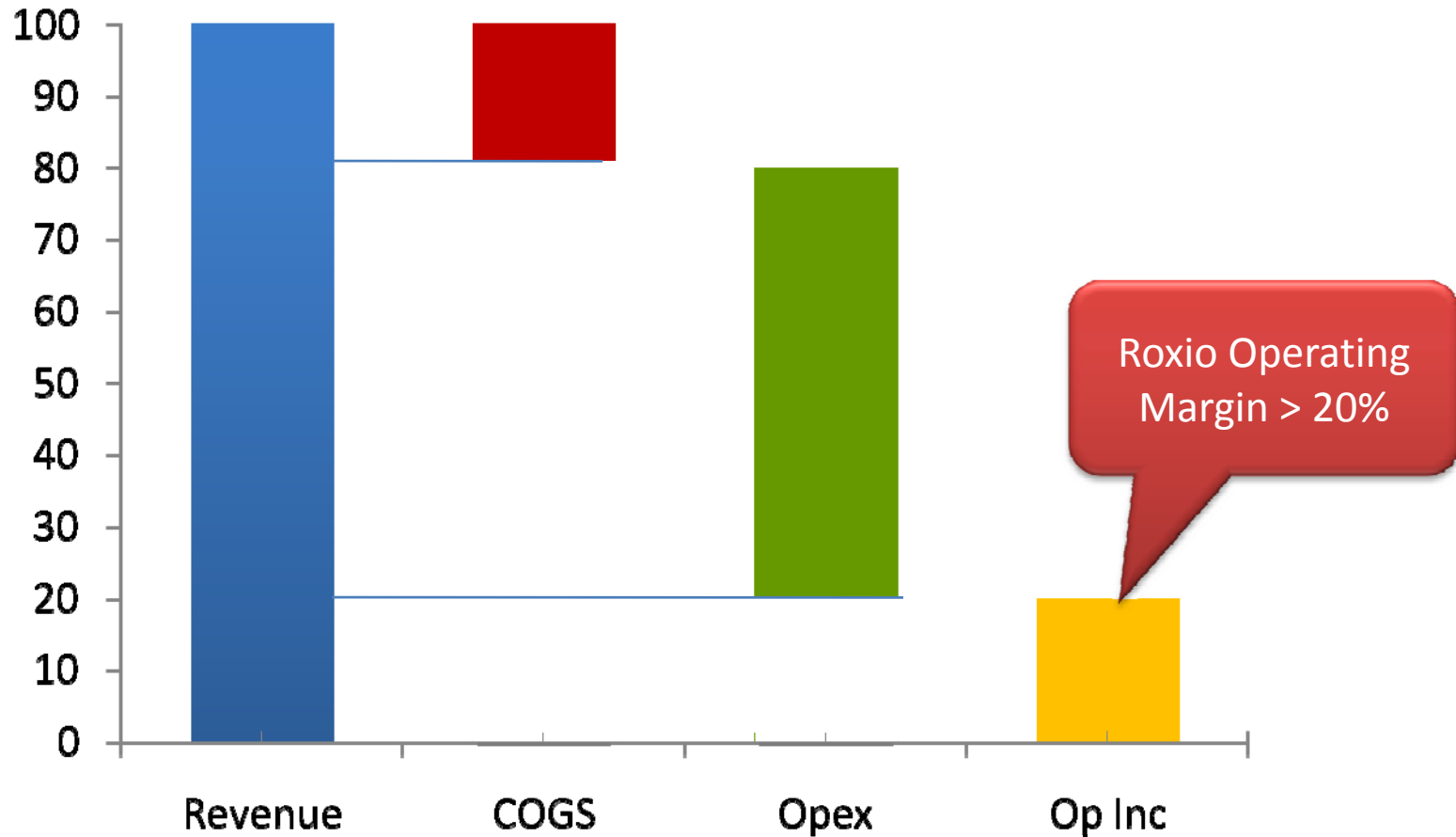
Ongoing Opportunities

- Developing for next generation platforms
 - Netbooks,
 - Win 7, Android
 - Multi-Touch Systems
- Gaining market share retail
 - Category exclusivity at Wal*Mart, Costco and Sam's Club
- Leveraging 300M+ installed base
 - Cloud-based data recovery,
 - PhotoShow,
 - CinePlayer,
 - Easy VHS to DVD



ROXIO

Roxio Powers Investments in Premium Content Growth Opportunities



Premium Content Business



Powering Premium Content
Distribution Across the Digital
Device Ecosystem

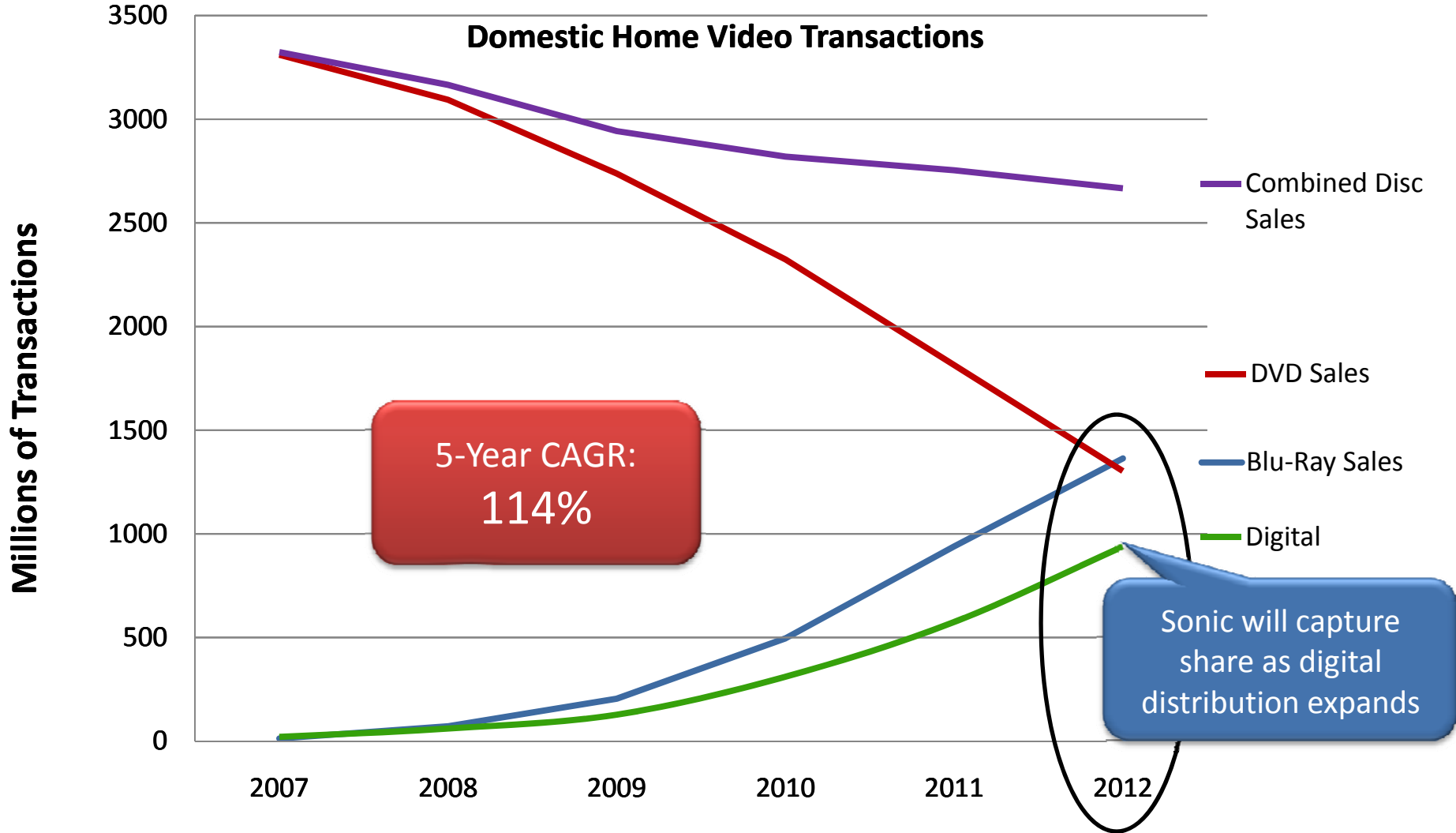
Growth Strategy

Enable Consumers to **Buy** and **Play** Premium Content – Anywhere, Anytime



ROXIO

The Movie Download Opportunity



*Morgan Stanley, January 2009

ROXIO

Transitioning from Web Destination...

The screenshot displays the Roxio CinemaNow website interface. At the top, the navigation bar includes the Roxio CinemaNow logo, user account information (Welcome steveng2001 | SIGN OUT | My Account), and links for Devices, Customer Service, Gift Cards, Wish List, and Cart (1). Below the navigation bar are tabs for HOME, BUY MOVIES, RENT MOVIES, BUY TV, and MUSIC VIDEOS. A search bar with a 'GO' button and 'Advanced Search' link is present, along with 'Quick Browse' and 'Recently Browsed' options, and a 'MY VIDEOS' button.

The main content area features a 'NEW MOVIES' section with a red arrow pointing to the right. Below this are links for 'NEW RENTALS', 'MOST POPULAR', and genre filters: 'ACTION', 'COMEDY', 'DRAMA', 'ROMANCE', and 'THRILLER'. The featured movie is 'Slumdog Millionaire', a Danny Boyle film, with a large image showing a man's profile and a woman in a yellow sari. To the right of the movie image is a promotional banner for '#1 movie download service' with the text 'Thousands of titles. Start watching in minutes.' Below this is a 'YES MAN' movie banner for 'APRIL 7'.

Below the main content area are three sections: 'Featured Buy > More', 'Featured Rent > More', and 'Staff Selections'. The 'Featured Buy' section shows 'Slumdog Millionaire' available for purchase at \$19.95. The 'Featured Rent' section shows 'Australia' available for rent at \$3.99. The 'Staff Selections' section shows 'Eagle Eye' available for rent at \$3.99.

At the bottom of the page, there is a red banner with the text 'SONIC SOLUTIONS' on the left and 'DIGITAL MEDIA FROM HOLLYWOOD TO HOME' in the center. On the right side of the banner is the 'ROXIO' logo.

ROXIO

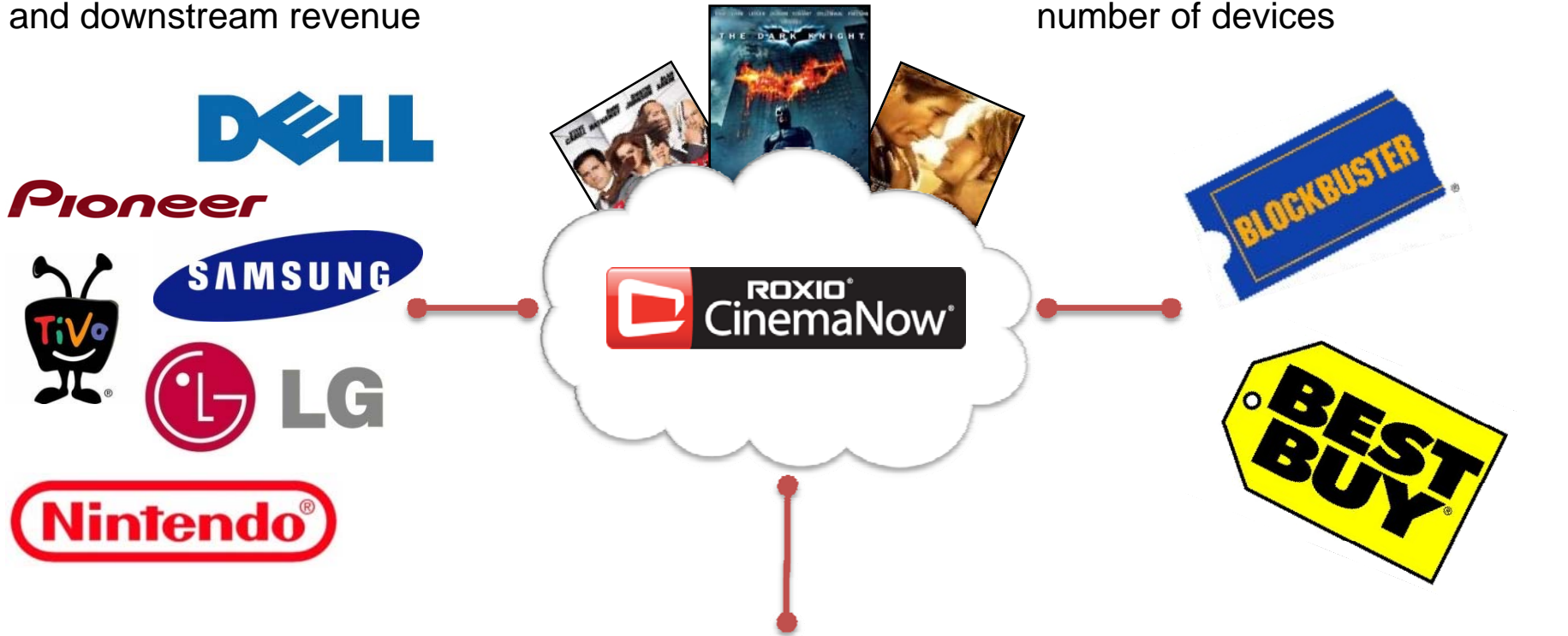
...to an Ecosystem



Creating Value Throughout the Ecosystem

For PC and CE Device Makers: develop branded stores that drive hardware sales and downstream revenue





























For Retailers: offer movies that are compatible with a broad number of devices



For Studios: open up non-Apple channels



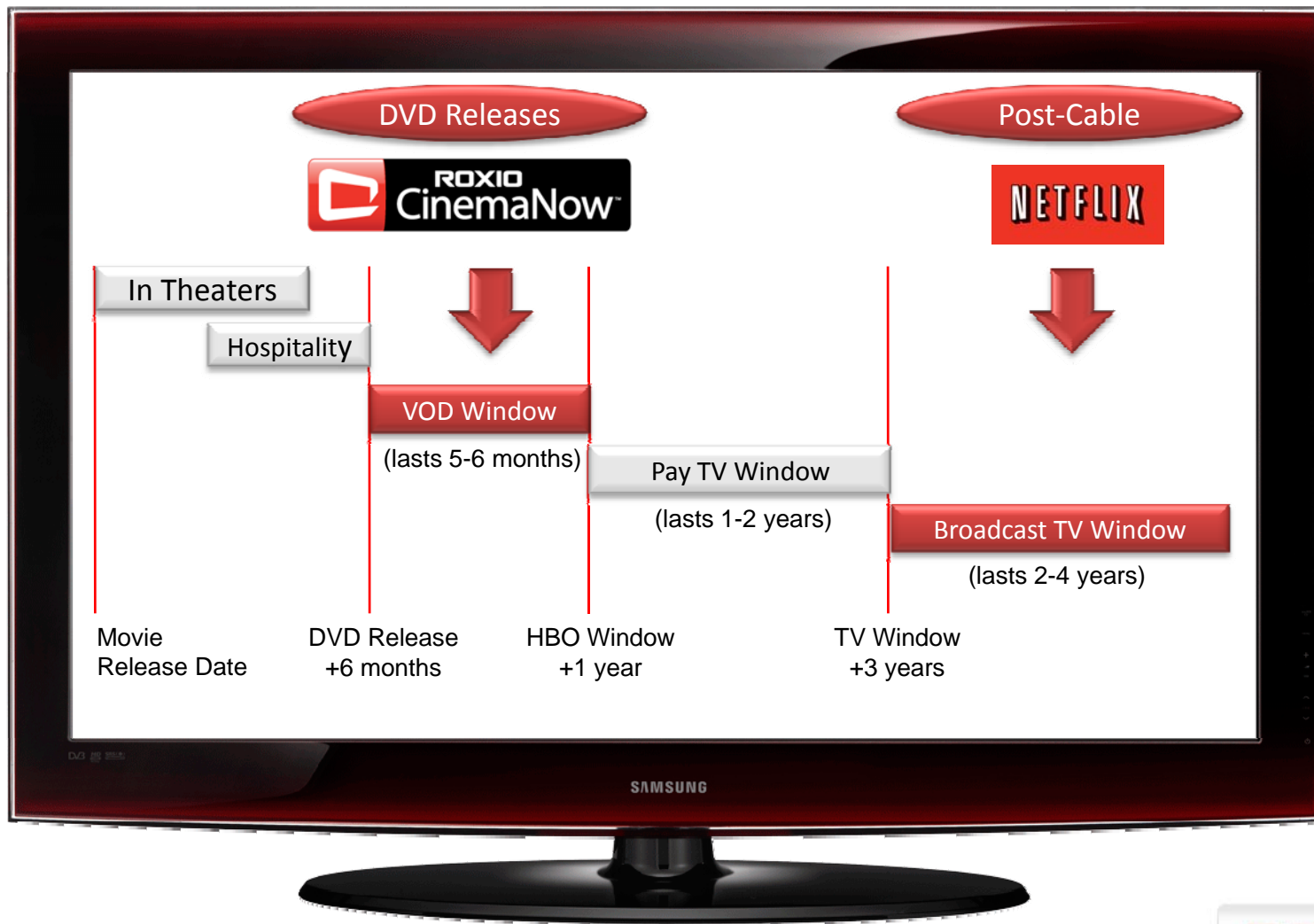
Premium Content Providers

					
New Movies					
Streaming					
Downloads					
Retailer-friendly					
CE device support		 only			 only
PC pre-load support					
Co-branded support (3 rd party web sites)					
Qflix DVD Burning					

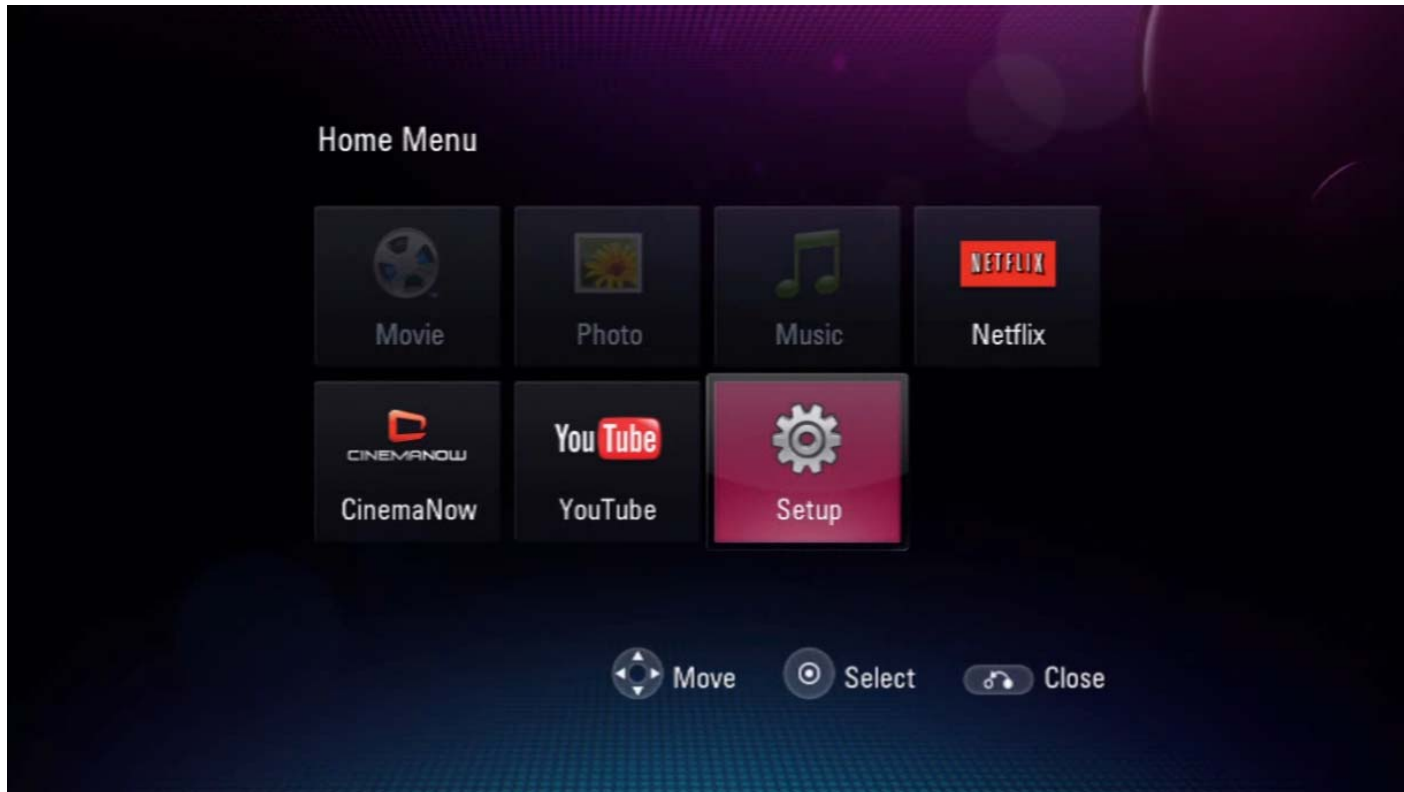


Retailers & CE Partners Want It All

Release windows drive demand for CinemaNow & Netflix



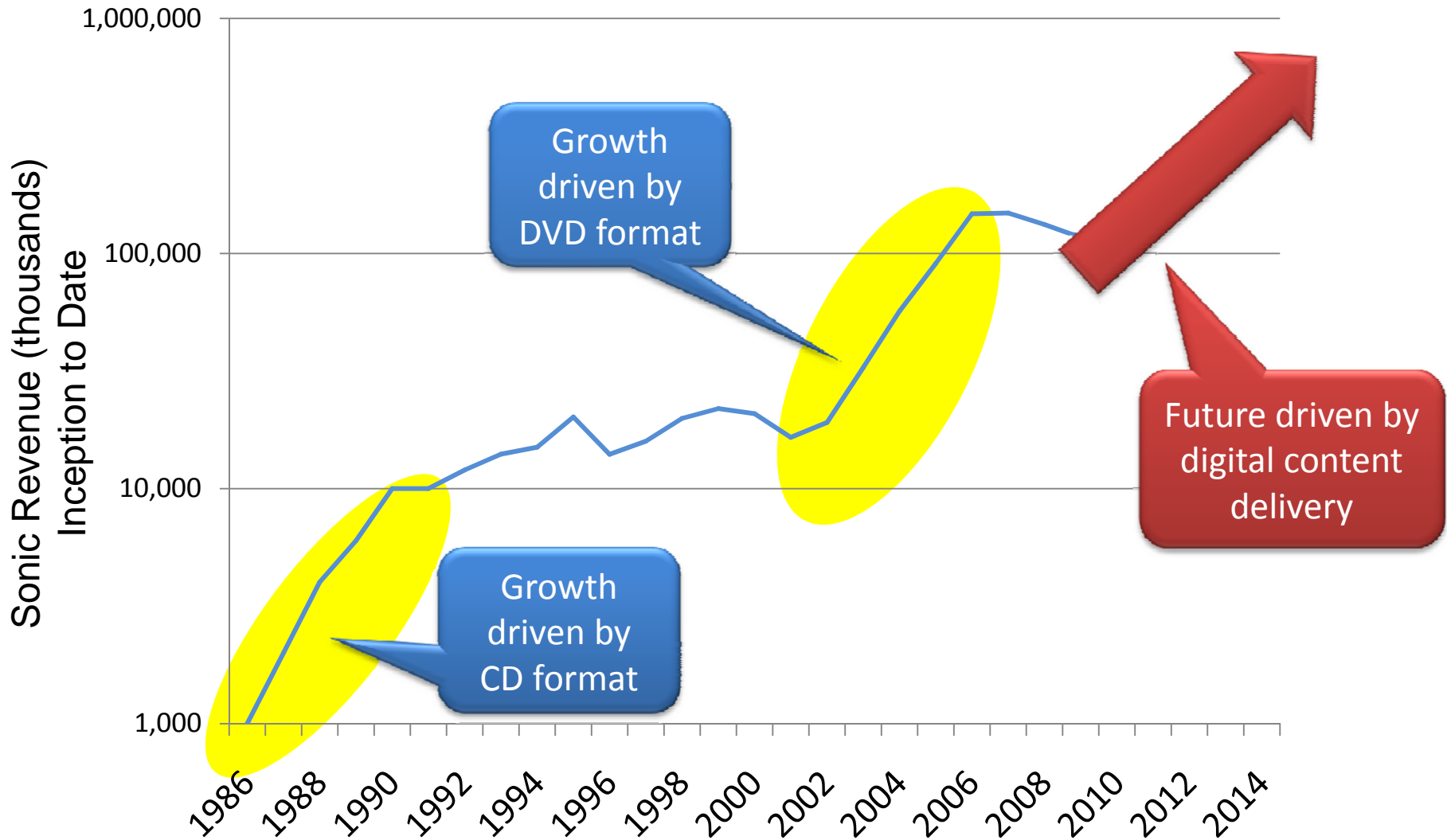
Demo



Our Model

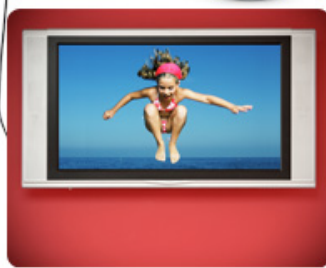
- Use content to drive software & IP licensing
 - PC applications for consumers
 - SDKs for CE devices
 - Qflix IP
- Power 3rd party content services
 - Blockbuster, Dell, movie studios, among others
- Leverage scale to drive margin from content
 - Transactional margins improve with volume
- Provide full-line of Roxio-branded, Hollywood to Home, digital media offering for consumers

A New Growth Opportunity



**Not actual projections – directional indication.*





Thank You