

Sonic Solutions

Dave Habiger – President and CEO
ROTH 22nd Annual OC Growth Conference



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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



\$20M+

Personal



\$80-90M+

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Personal Content Business

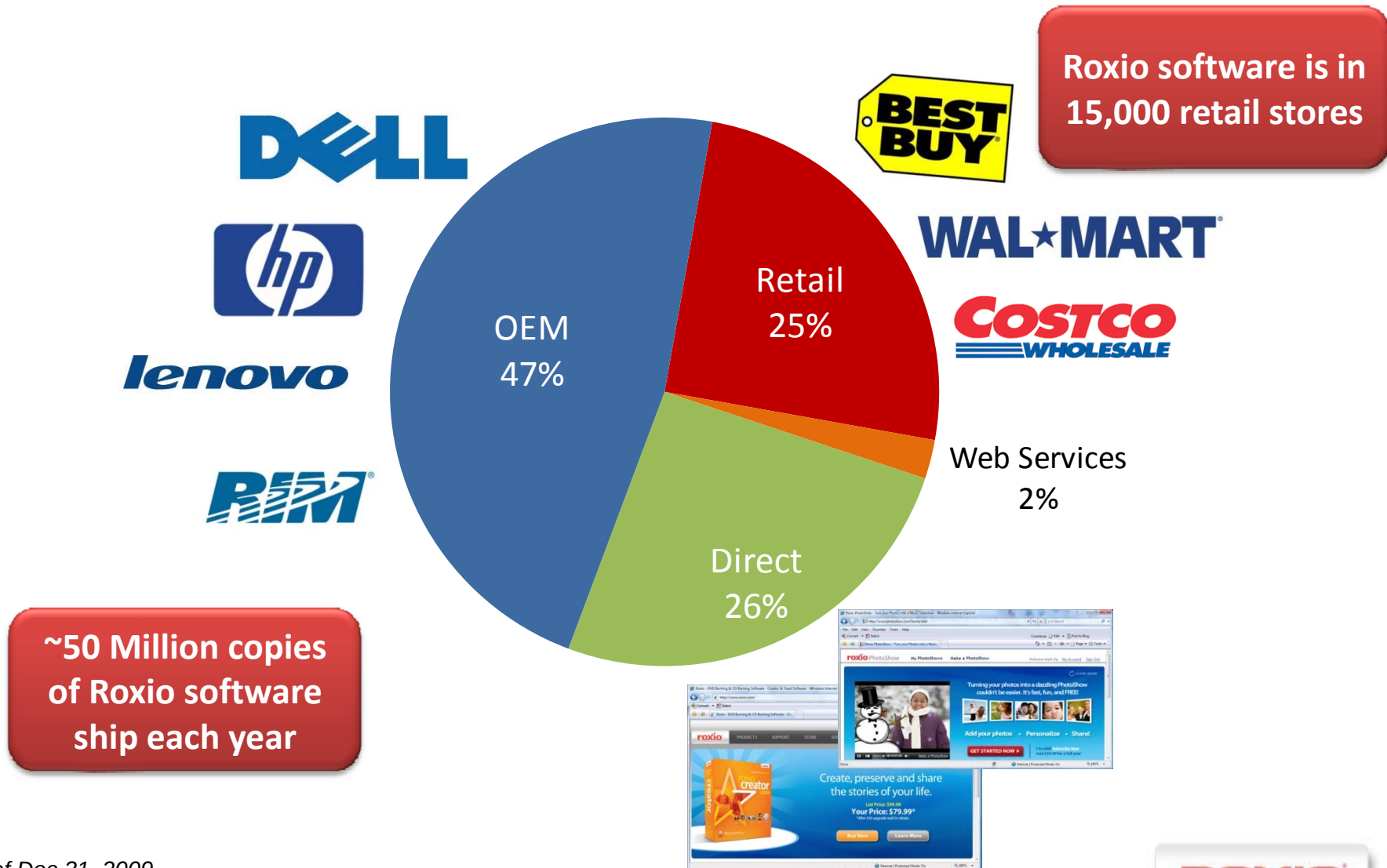
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Enabling personal content creation,
enjoyment and distribution on
connected devices



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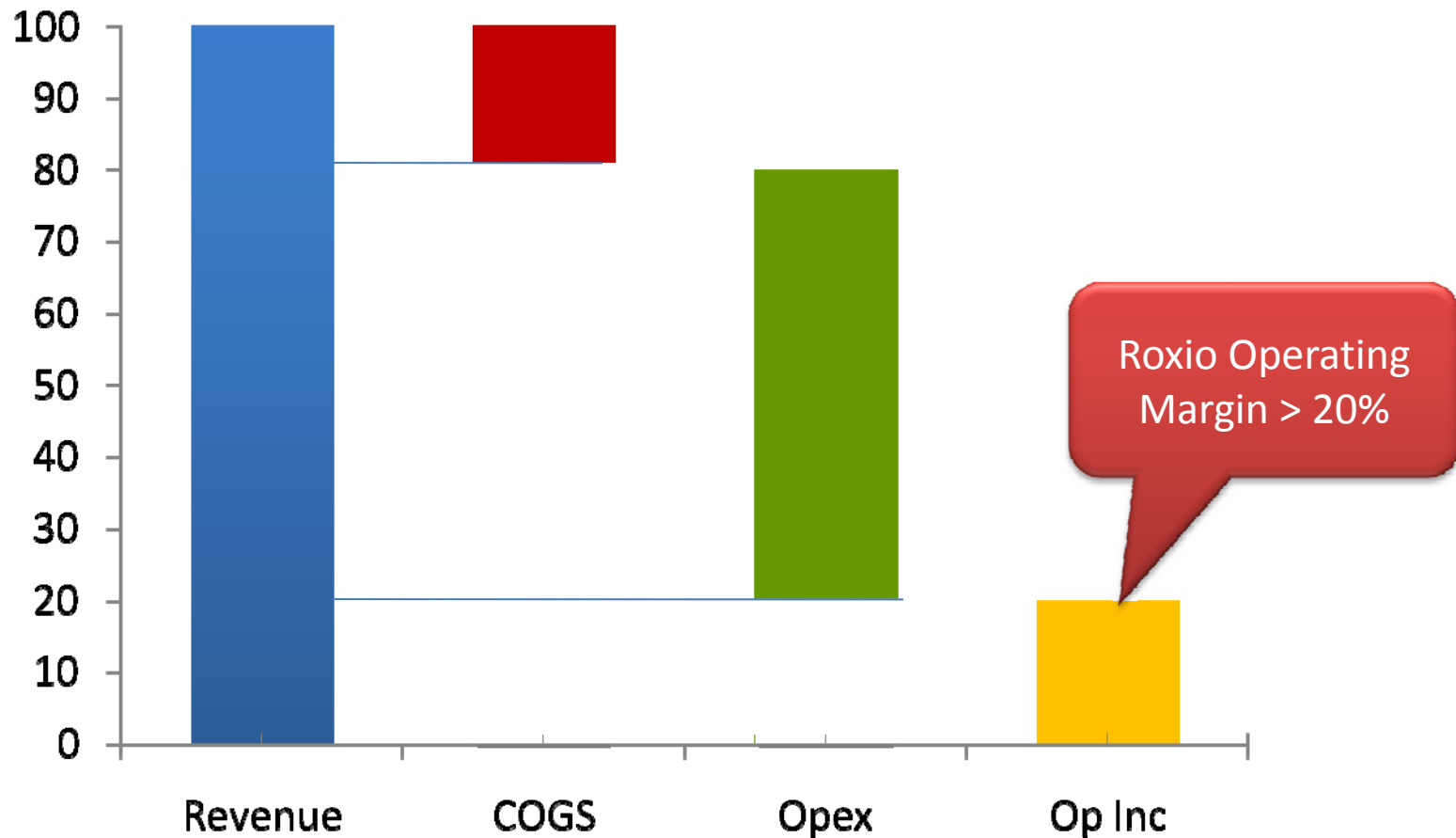
Roxio Revenue by Channel



*As of Dec 31, 2009.

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Roxio Powers Investments in Premium Content Growth Opportunities



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Premium Content Business



Powering Premium Content
Distribution Across the Digital
Device Ecosystem

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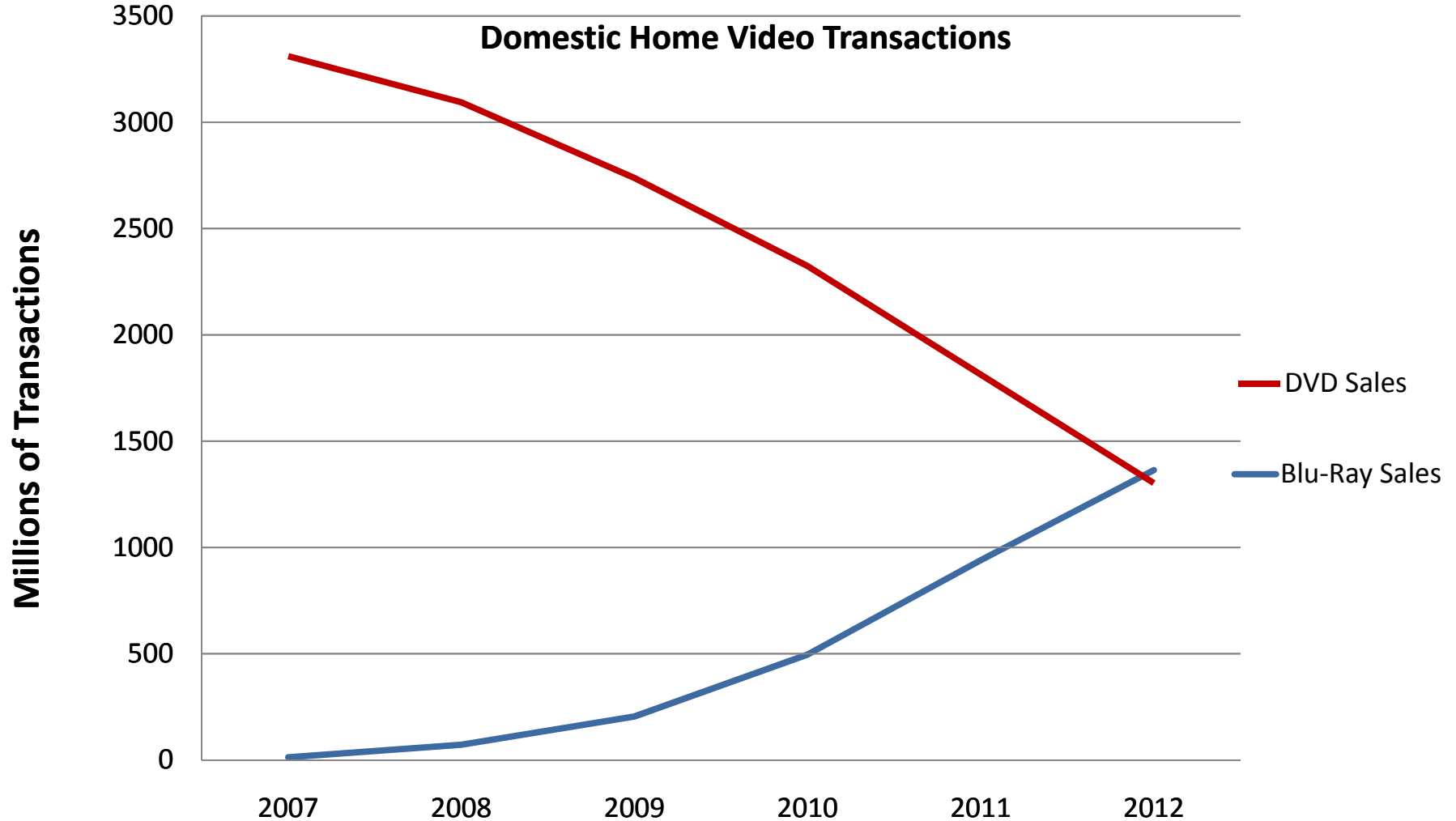
Growth Strategy

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



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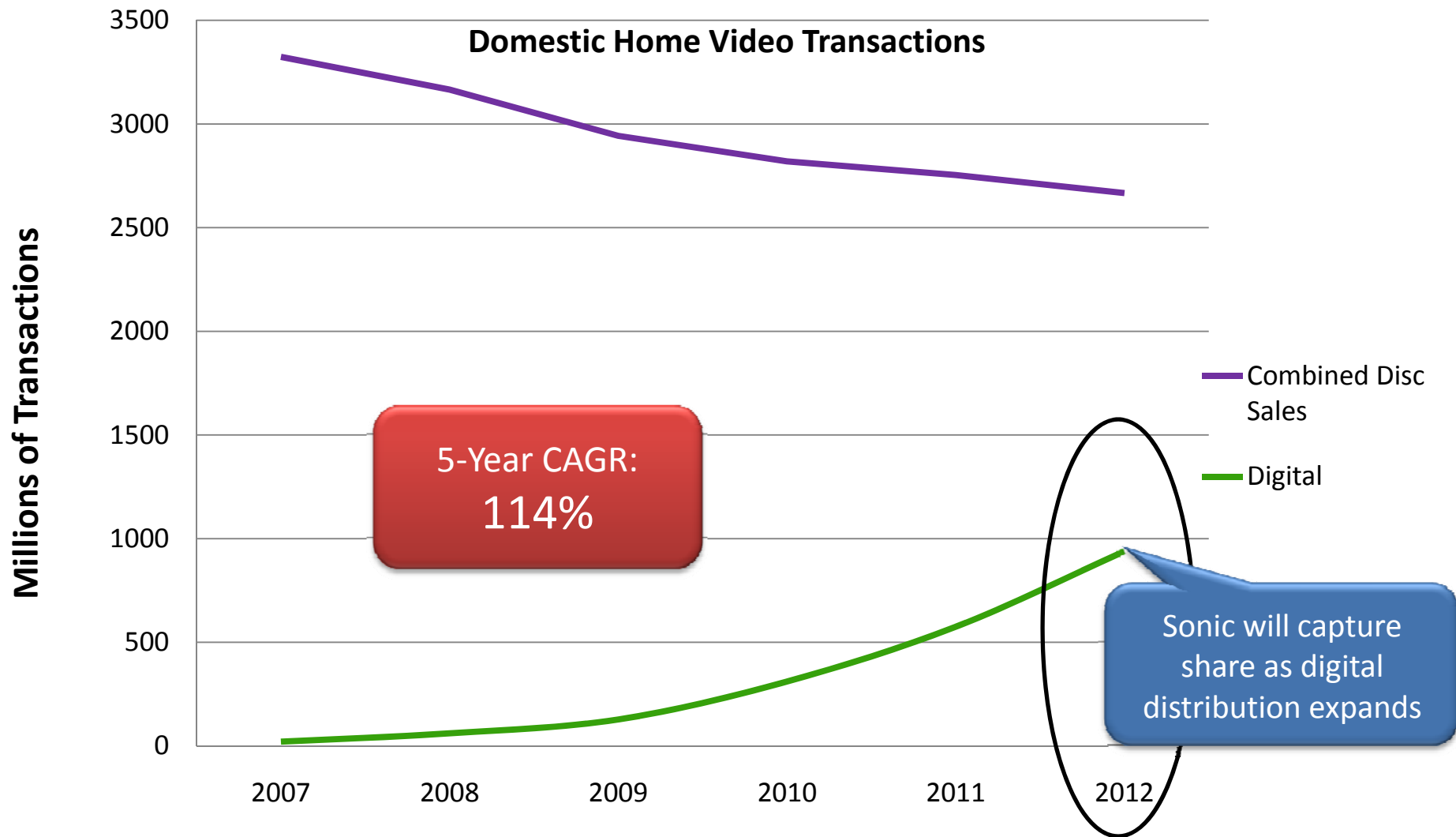
The Movie Download Opportunity



**Morgan Stanley, Oct 2009*

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The Movie Download Opportunity

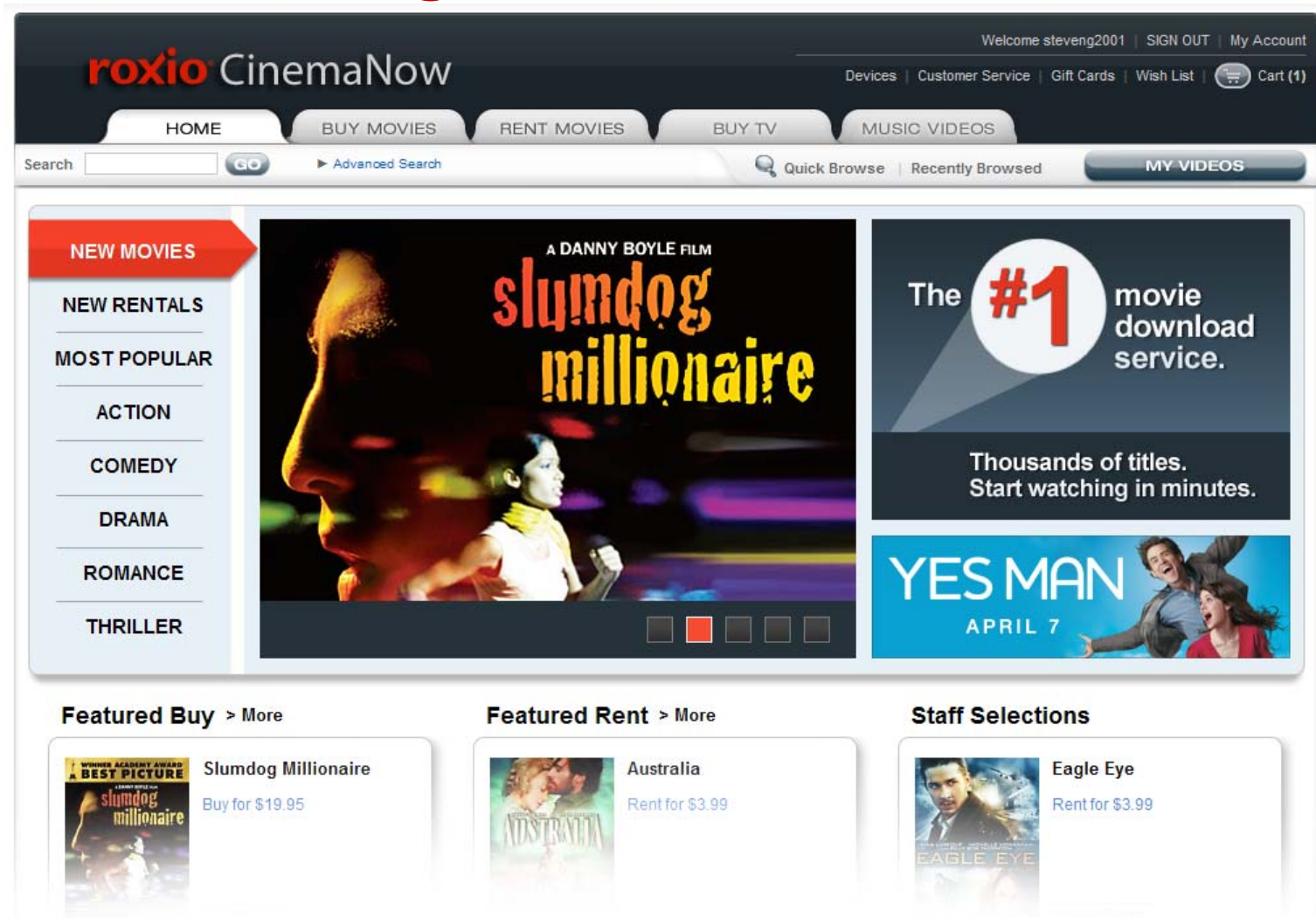


*Morgan Stanley, Oct 2009

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DIGITAL MEDIA FROM HOLLYWOOD TO HOME

Transitioning from Web Destination...

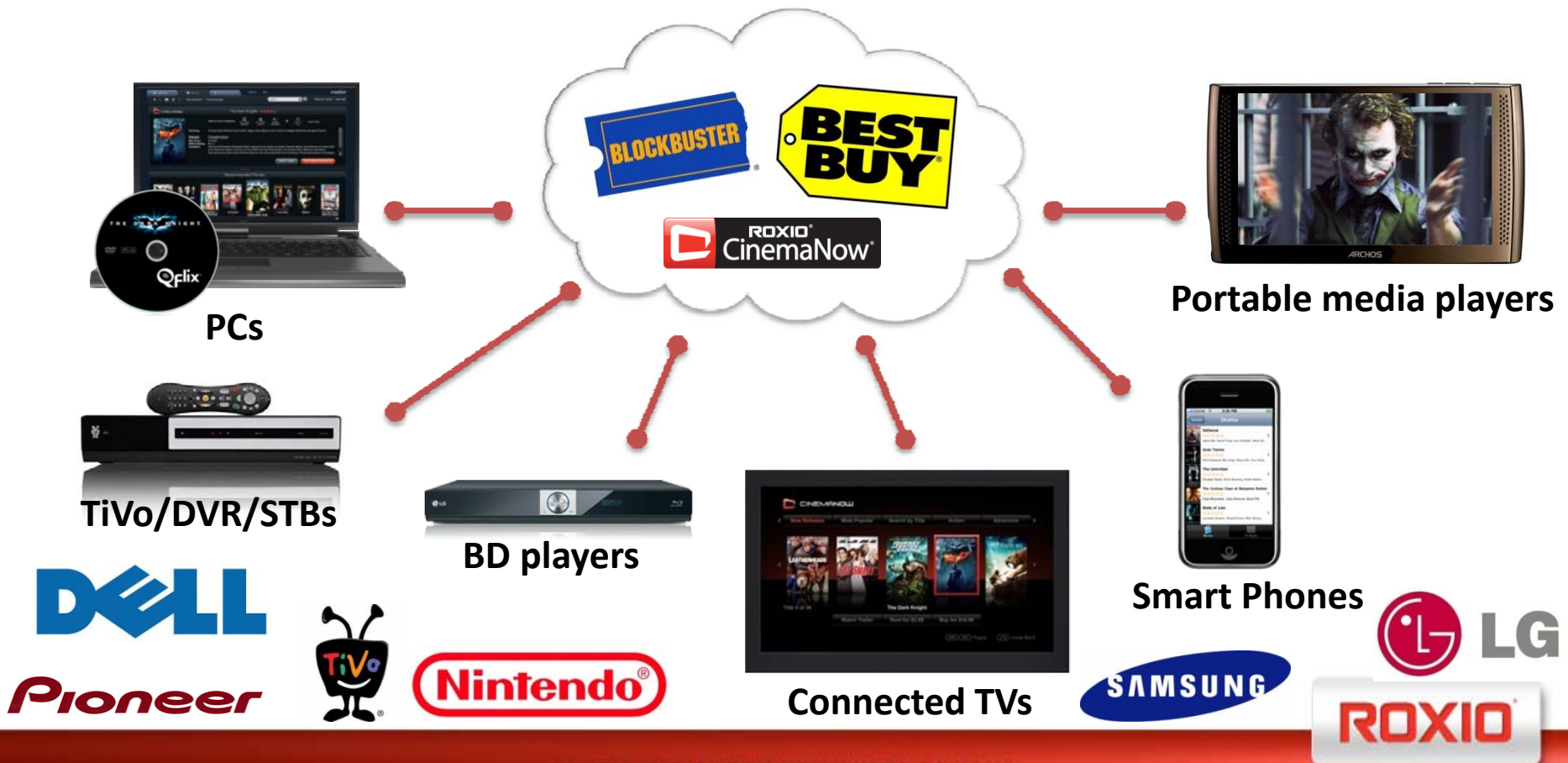


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...to an Ecosystem



*Premium
Studio
Content*



DIGITAL MEDIA FROM HOLLYWOOD TO HOME

The CinemaNow Supply Chain



Content

- All major studios
- 250 indies
- 27,000 titles
- 5,000 streaming
- HD, SD, TV

Backend

- Movie ingest, encoding, QC and packaging
- Commerce engine
- Merchandizing platform
- Data analytics
- Digital locker
- CDN management

Device Stack

- Highly optimized 10' UI for devices
- Flash, DFB, Widget support, SDKs
- PC clients
- Mobile clients

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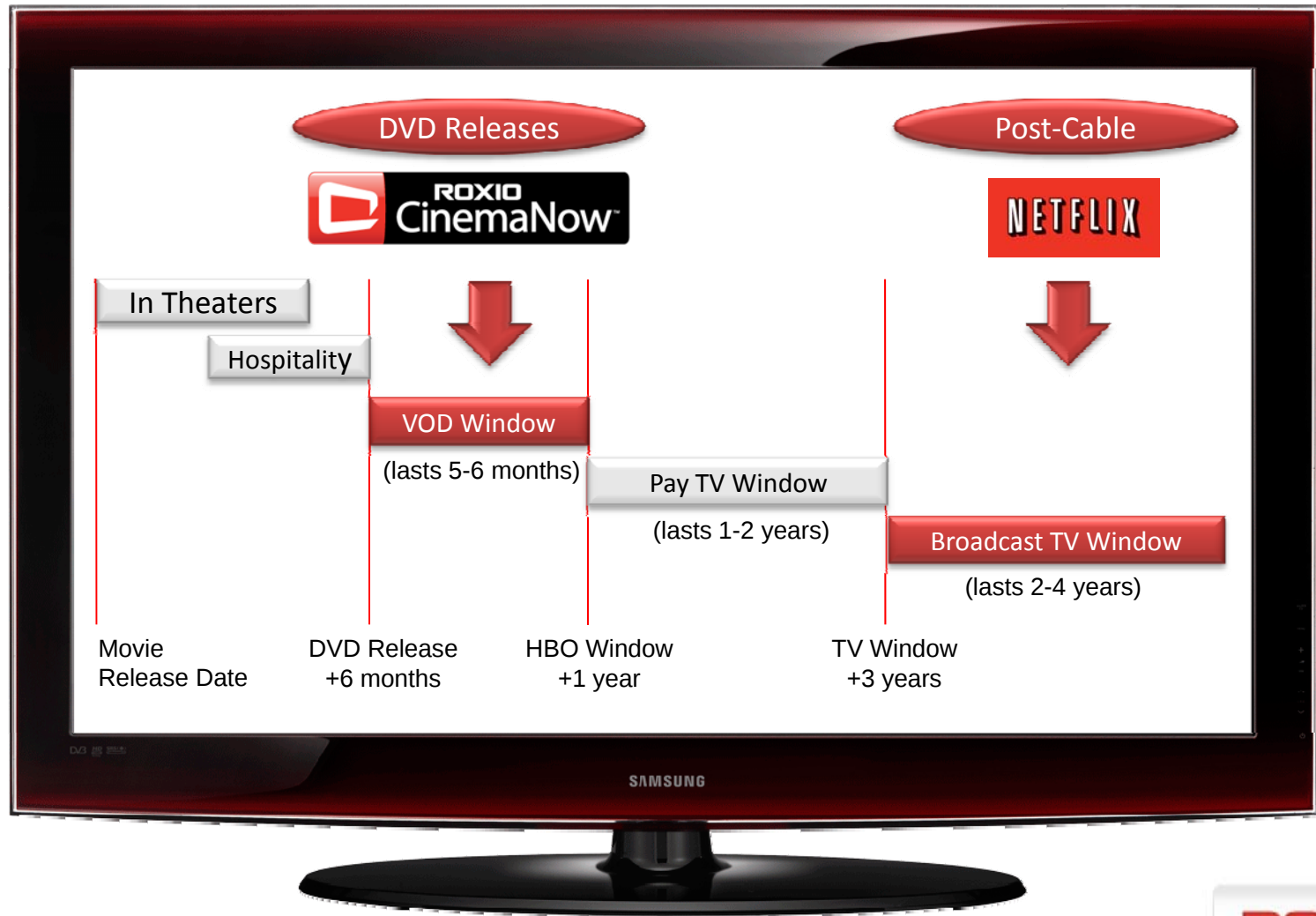
Premium Content Providers

					
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					

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Retailers & CE Partners Want It All

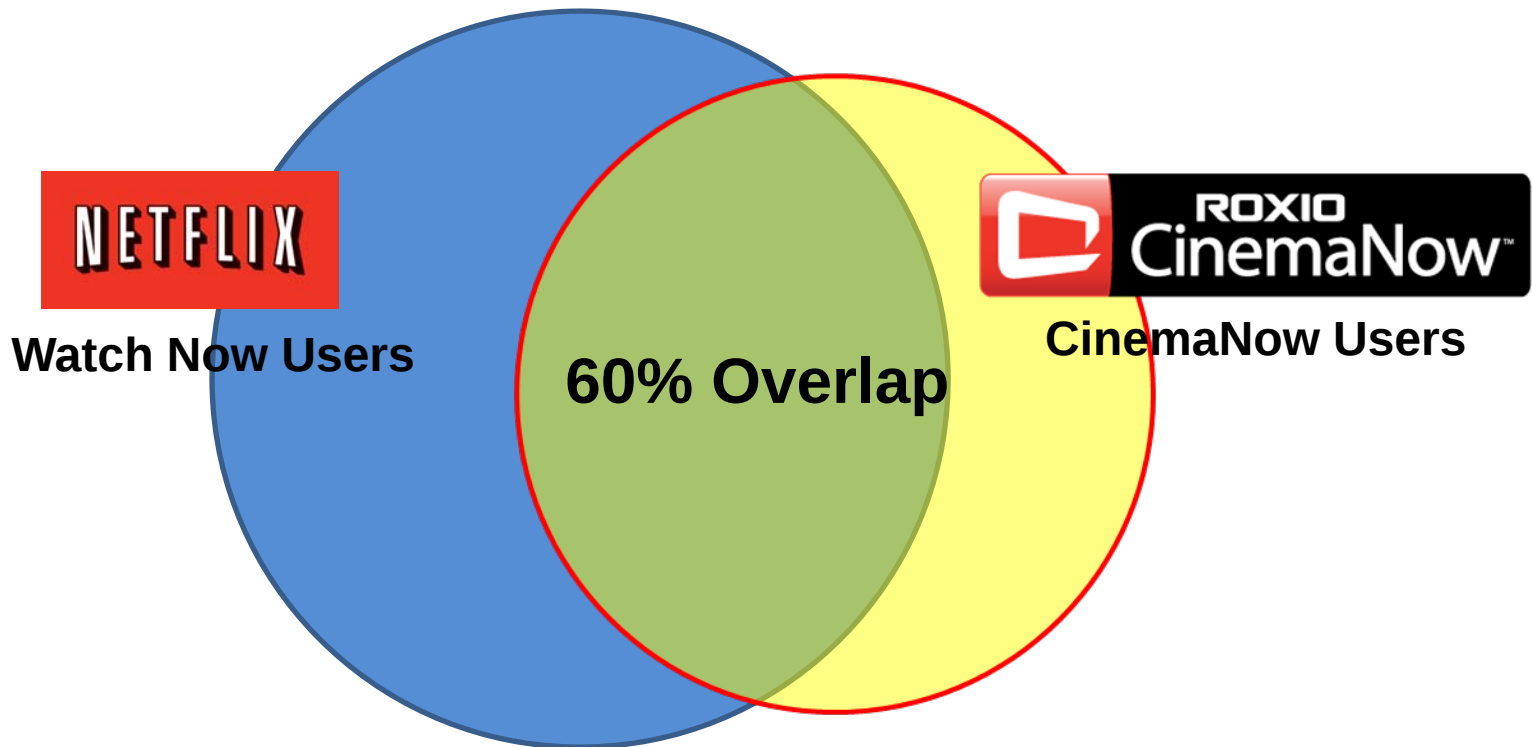
Release windows drive demand for CinemaNow & Netflix



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Subscription & A la Carte Are Complementary

85% of Consumers look for or exclusively watch NEW releases



**December 2009 survey results from CinemaNow users on LG BD players*

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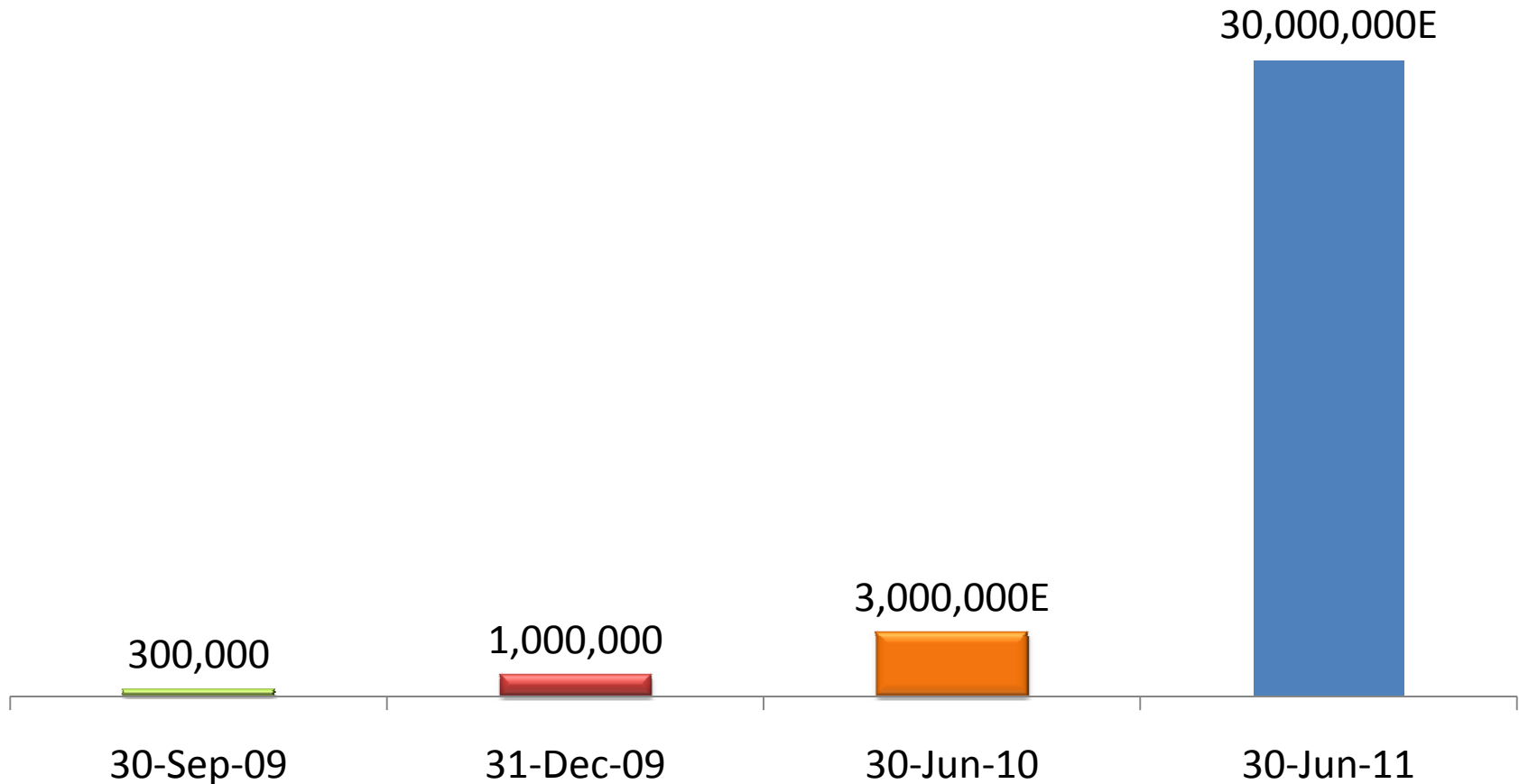
Demo



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CE Device Expansion

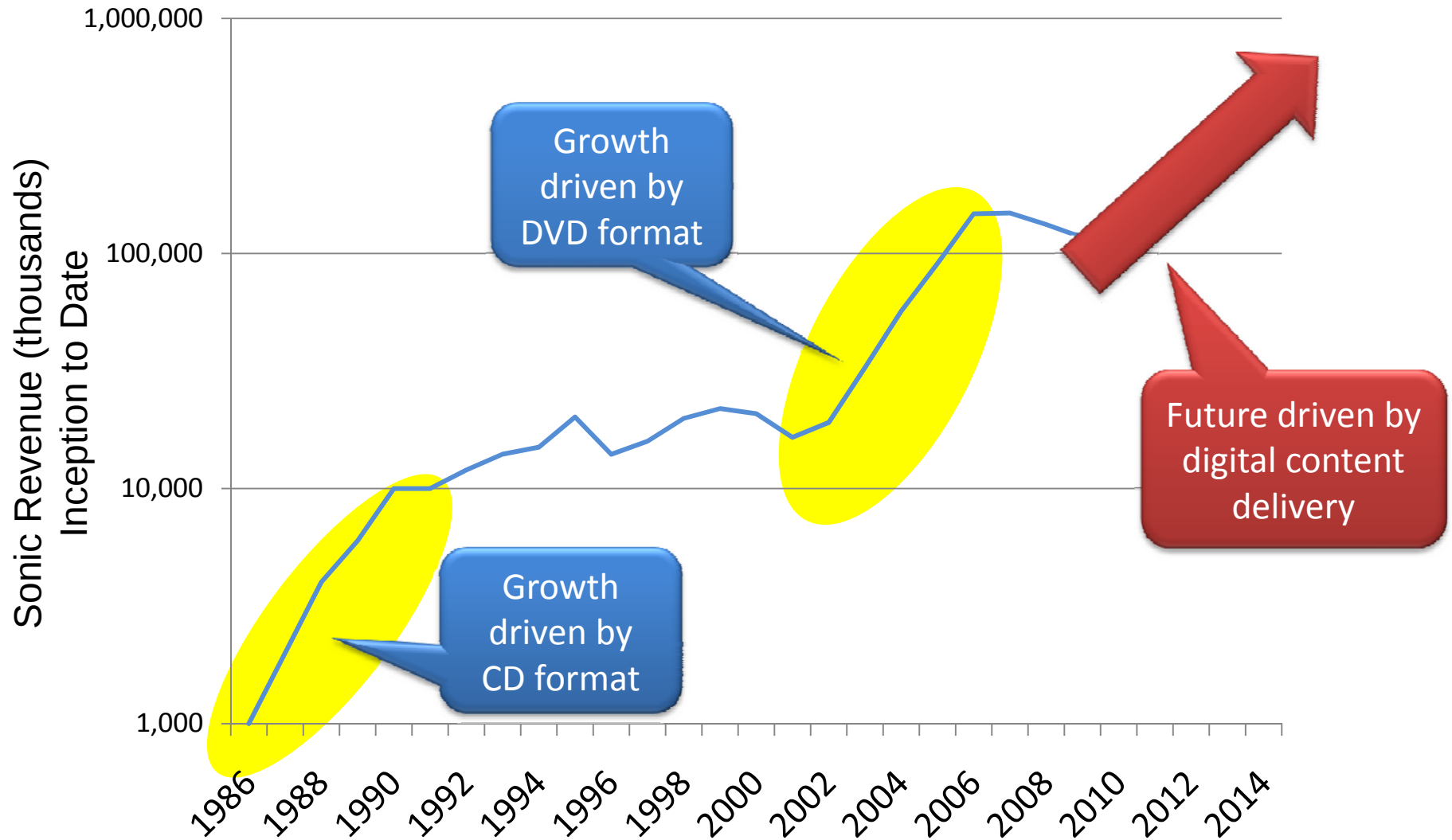
Installed CinemaNow-Powered Services



Source: Company estimates as of Feb 4, 2010.

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A New Growth Opportunity



**Not actual projections – directional indication.*

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Company Profile

- Uniquely positioned
 - Rich technology portfolio
 - Longstanding relationships with Hollywood studios
- Powering third party content services
 - Retailers (Best Buy, Blockbuster, etc.)
 - Device manufacturers (LG, Samsung, etc.)
- Use premium content to drive software and IP Licensing
 - Leverage scale to drive margin from content
 - Over 500 employees worldwide (approximately 300 Engineers)
 - Primary offices in California and China

SONIC



***Powering the
Digital Media
Ecosystem***



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Thank You

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