

SONIC[®]



Powering the Digital Media Ecosystem

Dave Habiger, CEO and President

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ROXIO[®]

Disclaimer

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Risks and uncertainties relating to the proposed amalgamation include the risks that: (1) the parties will not obtain the requisite shareholder or regulatory approvals for the transaction; (2) the anticipated benefits of the transaction will not be realized; (3) the parties may not be able to retain key personnel; (4) the conditions to the closing of the proposed amalgamation may not be satisfied or waived; and (5) the outcome of any legal proceedings to the extent initiated against Sonic Solutions or DivX or its respective directors and officers following the announcement of the proposed amalgamation is uncertain. These risks, as well as other risks of the combined company and its subsidiaries may be different from what the companies expect and each party’s management may respond differently to any of the aforementioned factors. These risks, as well as other risks associated with the amalgamation, will be more fully discussed in the joint proxy statement/prospectus that will be included in the Registration Statement on Form S-4 to be filed by Sonic Solutions with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made.

Additional Information about the Proposed Amalgamation and Where to Find It:

This material relates to a proposed amalgamation between Sonic Solutions and DivX that will become the subject of a registration statement, which will include a joint proxy statement/prospectus, to be filed by Sonic Solutions with the SEC. This material is not a substitute for the joint proxy statement/prospectus that Sonic Solutions will file with the SEC or any other document that Sonic Solutions may file with the SEC or Sonic Solutions or DivX may send to its shareholders in connection with the proposed amalgamation. **INVESTORS AND SECURITY HOLDERS ARE URGED TO READ THE JOINT PROXY STATEMENT/PROSPECTUS AND ALL OTHER RELEVANT DOCUMENTS THAT MAY BE FILED WITH THE SEC OR SENT TO SHAREHOLDERS, INCLUDING THE DEFINITIVE JOINT PROXY STATEMENT/PROSPECTUS THAT WILL BE PART OF THE REGISTRATION STATEMENT ON FORM S-4, AS THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED AMALGAMATION.**

The logo for ROXIO, featuring the word "ROXIO" in a bold, red, sans-serif font with a registered trademark symbol, set against a white background with a grey border.

Sonic is:

Personal Content

~\$85M



- Leading consumer media software
- OEM, retail, and direct channels
- Strong brand – “Roxio”

Premium Content

~\$15M



- Paradigm shift to web delivery
- Enable “storefront partners”
- Establish the RoxioNow Locker

Source: NPD Data, June 2010

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Divx is:

The Divx Ecosystem

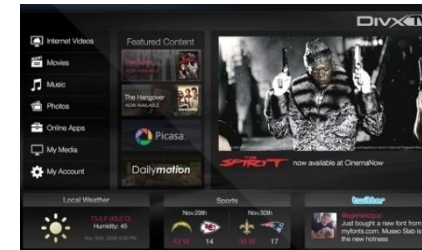
~\$70M



- 500 million software downloads
- 300 million CE devices
- High efficiency encoders/players
- Hollywood approved DRM

Enabling Video Technology

~\$20M



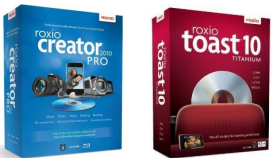
- Enterprise video platform
- H.264 experts
- Powering leading video companies
- An entire CE services platform

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Sonic will be...

POWERED BY
ROXIO NOW

ROXIO



- 300 Million DivX CE devices
- CE execution capability

• **Stimulate consumer/retailer demand for Divx**

- Speed up CE adoption of RoxioNow with DivX-TV platform

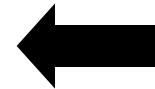
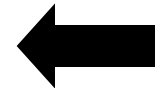
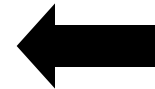
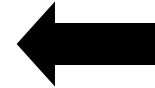
• **Stimulate retailer demand for DivX-TV**

- Massive online community (1.8 billion impressions/year!)

• **Best in class software to improve user experience**

- “Industrial strength” tools & technology

• **Sonic’s pre-eminent position in DVD authoring**



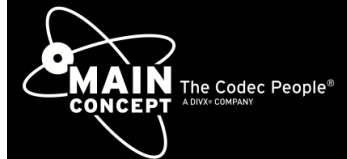
DIVX

Divx Ecosystem

DIVX TV

DIVX

Software Distribution



Enterprise Licensing

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Merger Update

Structure

- Acquisition of DivX by Sonic

Terms

- Cash & Stock
 - Cash: \$3.75 per Divx share [almost all of Divx's cash]
 - Stock: 0.514 shares of SNIC per DIVX share

Contingencies

- Regulatory approvals
 - HSR period concluded
 - SEC review underway
- Shareholder approvals
- Customary closing conditions

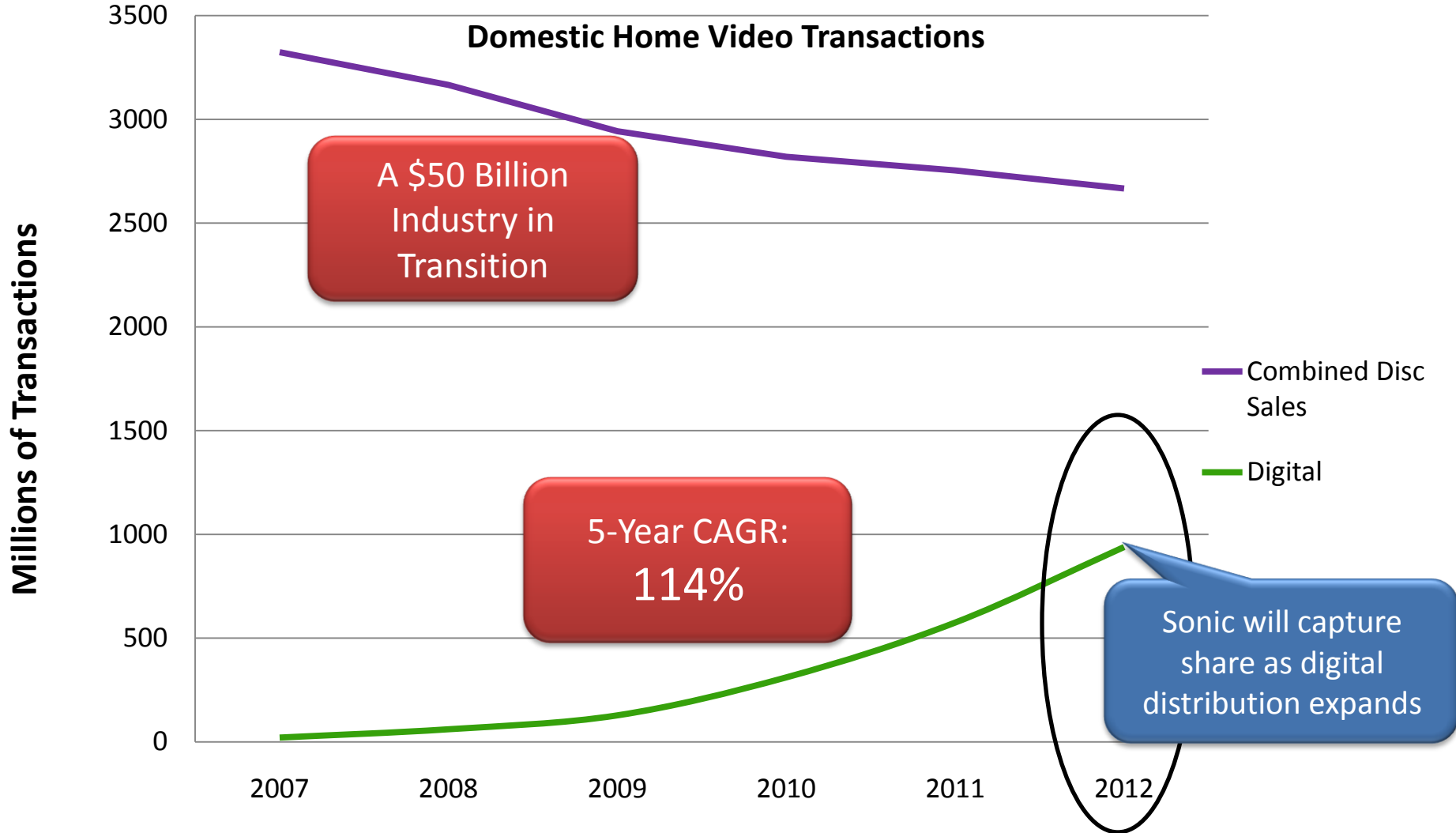
Expected Closing

- 2nd half September – 1st half October, 2010

Management

- Current Sonic management, augmented with key DivX managers
- 2 additional board members from DivX board to be named later

The Movie Download Opportunity

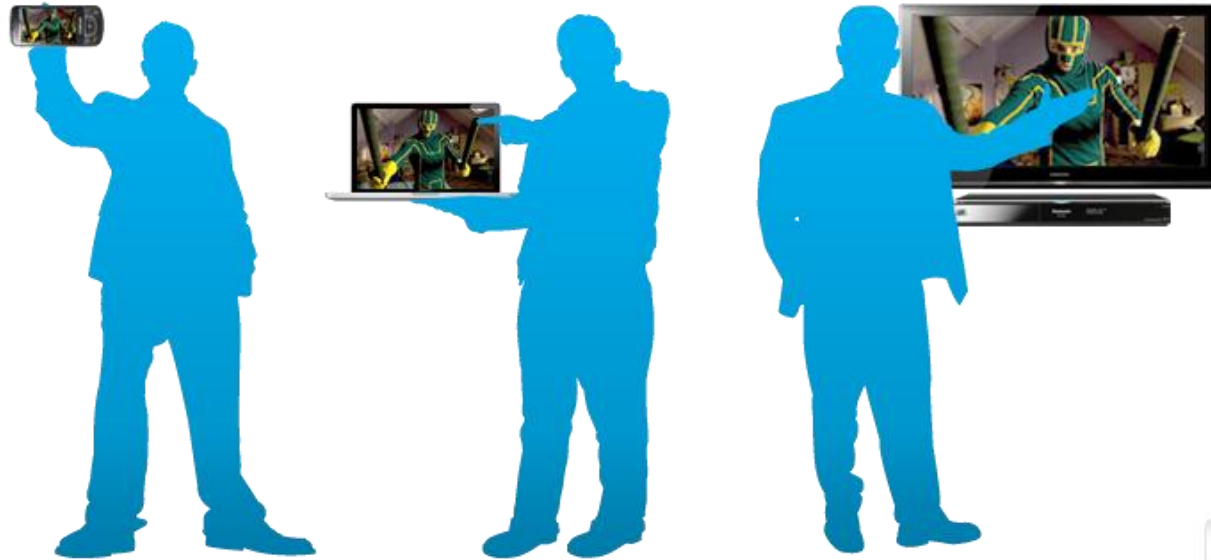


Source: Morgan Stanley estimates, Mar 2010

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Studio Wish List

- Get closer to the customer
 - a good thing in any business
- Recapture the rental surplus
 - profit currently goes to rental co.'s (per “first sale”)



Rental Surplus

Rental Surplus
(from three major North American rental companies)
(\$ millions)

Total worldwide estimate:

| | 2007 | 2008 | 2009 |
|-----------------------------------|-------------|-------------|-------------|
| <i>Rental Revenues</i> | \$6,509 | \$6,777 | \$6,506 |
| <i>Cost of Revenues</i> | \$3,209 | \$3,390 | \$3,180 |
| <i>Rental Gross Profit</i> | \$3,320 | \$3,387 | \$3,326 |

\$20 Billion per year

Sources: Screen Digest and company estimates

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The Vision of the Locker



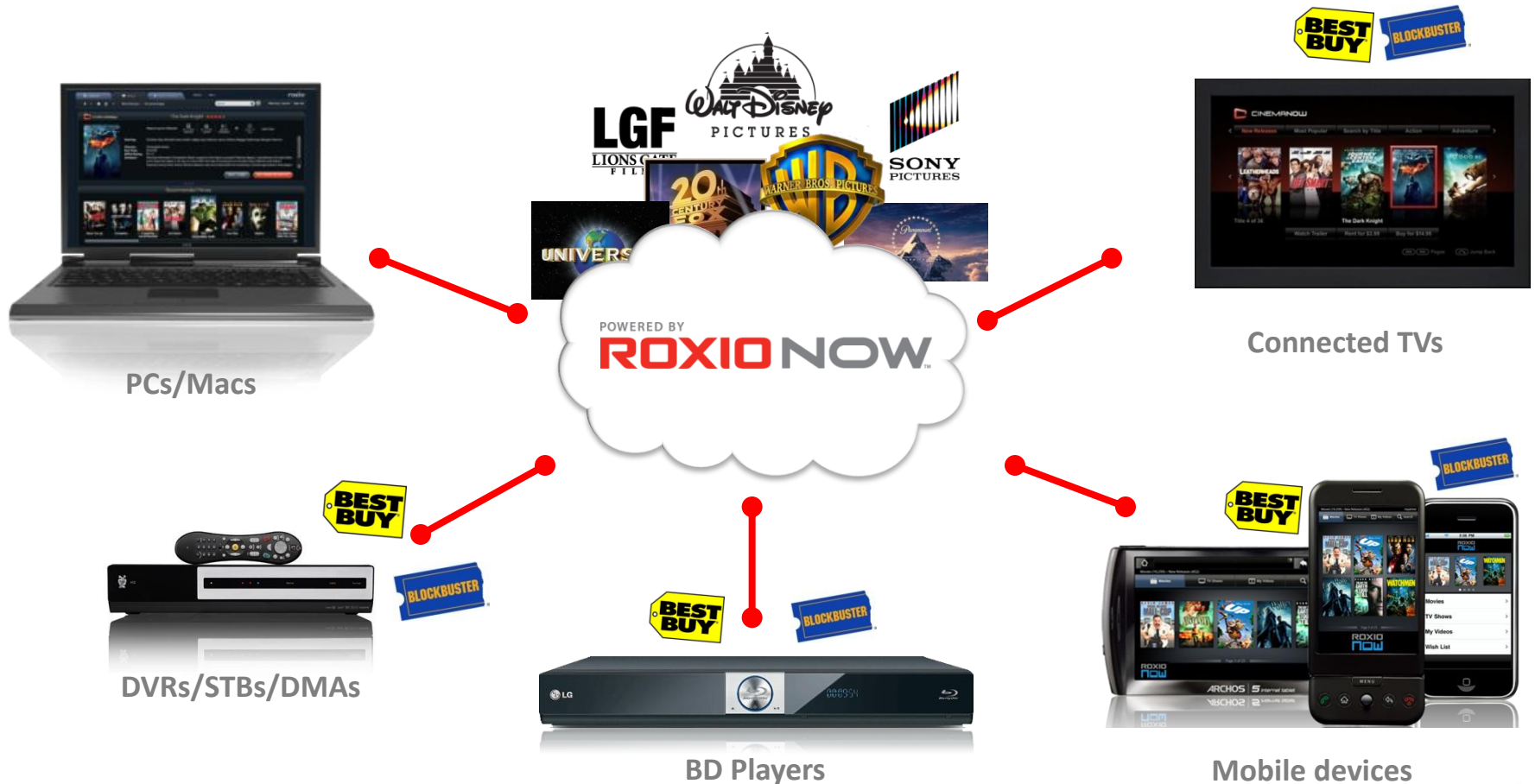
Digital Locker



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Sonic's Premium Content Strategy: Storefront Partners Drive Adoption

(Ramping to 30 million devices in 2011)



Our Premium Content Strategy is Accelerated, Enhanced & Expanded with Divx

>300 million devices + expanded services



Premium Content Model



Model Components

Stores on Connected Devices

| | |
|------------------|------|
| 3 million | 6/10 |
| 30 million | 6/11 |
| 60 - 100 million | 6/12 |

User Activation

| | |
|----------|-------|
| 3 % | 12/09 |
| 3 - 5 % | 5/10 |
| 10 - 20% | 6/12 |

Purchase Behavior

| | |
|-----------------|------|
| < 1 per month | 9/09 |
| 1 per month | 5/10 |
| 1 - 3 per month | 6/12 |

Drivers

- Trend to connected devices
- Partner influence

- Brand recognition
- Point-of-Sale programs

- Purchase convenience
- Pricing
- Locker ubiquity

Source: Company estimates, June 2010

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FY 2012 Model

Pro Forma Modeling Under Different Scenarios Showing Accretion (in millions except per share data)

| | FY 2012 Premium Content Scenarios | | |
|------------------------------------|-----------------------------------|---------|---------|
| | Low | Mid | High |
| Devices (Cumulative end-of-period) | 47.9 | 60.8 | 75.0 |
| Transactions (total in FY) | 22.4 | 51.8 | 58.3 |
| Prem. Content Transaction Revenue* | \$46.9 | \$110.3 | \$170.3 |
| Other Prem. Content Revenue | \$42.9 | \$45.2 | \$45.2 |
| Total Prem. Content Revenue | \$89.8 | \$155.5 | \$215.5 |
| Personal Content Revenue | \$93.0 | \$93.0 | \$93.0 |
| Total Sonic Revenue | \$182.8 | \$248.5 | \$308.5 |
| Non-GAAP Earnings per Share** | \$0.23 | \$0.46 | \$0.59 |
| DivX Revenue*** | \$84.7 | \$84.7 | \$94.3 |
| Total Combined Revenue | \$267.6 | \$333.2 | \$402.8 |
| Non-GAAP Earnings per Share** | \$0.44 | \$0.59 | \$0.78 |

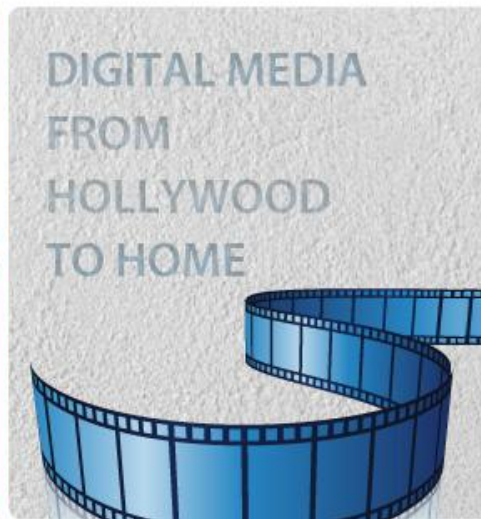
* Assumes 67% net; 33% "Register Ring" in Low and Mid scenarios; 50%/50% split in High scenario

** Adjusted for (i) Purchase Accounting Non-Cash Charges and (ii) Stock Comp.

***Thomson Reuters FirstCall Analyst Average Estimate as of June 1, 2010

Source: Thomson Reuters FirstCall and company estimates, June 2010





Thank You