



For Release 29 September, 2008

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DCA Celebrates 20 Years, Continued Innovation with Beta Launch of Pulsar Automated Content Verifier

Cushing, OK (September 29, 2008) – Doug Carson & Associates, Inc. (DCA) today observes its twentieth year of operations from the Cushing, Oklahoma headquarters. Since inception, DCA has focused on products and services within the media manufacturing industry, specifically for CD, DVD and Blu-ray disc production.

DCA is well-prepared for the next years in business, and continues to focus on media manufacturing solutions with a dedicated business unit for that industry. Also, DCA maintains fast-growing business units in anti-piracy/intellectual property as well as in patterned media development (including applications for hard disk and diffractive optical elements). Most recently, DCA has invested in solutions for digital video delivery.

Today, DCA celebrates this twentieth anniversary with the launch of a private beta on the Pulsar automated content verification system. Together with selected partners, Pulsar was developed to ensure that digital video, in all forms, containers and codecs, meets the specifications and restrictions for the intended use prior to distribution. The web-based platform allows for simple roll-out, and the API allows Pulsar to be integrated into existing workflows.

Recognized as a worldwide leader in media manufacturing solutions, DCA presented the industry with a great many firsts, including real-time mastering, CD-ROM mastering, CAV mastering, DDP, the first DVD end-to-end glass mastering solution, and bit-to-bit verification for optical media. DCA also developed the first and only turnkey solution for plant workflow management with the Commander Scheduler job automation system and DiscTag Enabled Workflow for automating information in the plant. The Genesys format design suite was the first and remains the standard for format creation, modification and pattern design.

About DCA, Inc.

DCA, Inc., (<http://www.dcainc.com>) is the industry's leading provider of world class media manufacturing solutions. Since 1988, optical disc manufacturers have relied on DCA's pre-mastering, mastering and verification products. Format creators have come to rely on DCA for anti-piracy ideas and format design tools. With 20 years of

innovation under their belt, DCA extends into digital video analysis with Pulsar automated content verification and their Blu-ray Video System Verifier products.

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