



FOR IMMEDIATE RELEASE – May 30, 2012

Global Technology Transfer Group (GTT Group) Announces the Availability of the Interactive Television Patent and Technology Acquisition Opportunity

Portland, Oregon (May 30, 2012) -- Global Technology Transfer Group, Inc. (GTT Group) has announced the availability of the Interactive Television Patent and Technology Acquisition Opportunity, which is related to interactive advertising and tracking viewer responses.

The Interactive Television patent portfolio describes methods, systems, and devices for providing interactive TV advertisements and programming content. The portfolio consists of 2 issued patents and 5 pending patent applications. One of the key patents relates to a system and method for providing interactive TV advertisements with a feature of detecting when the viewer responds during the advertisement. The patented technology allows for recording the “temporal location” marker at the precise moment when an individual interacts with the program content.

In addition to the patent portfolio, the Interactive Television Patent and Technology offering includes accompanying technology and product developments. The offering includes a product-suite for a complete interactive television (ITV) system. It is a turnkey solution for EBIF-enabled television distribution networks and can be developed to operate over other ITV technology platforms, including tru2way, MHP, and Mobile DTV.

Interactive television is rapidly receiving increased interest from major market participants. ITV Revenue in 2011 alone was estimated to be nearly \$1 billion. Providers and viewers alike continue to show increased demand for an intermutual television experience. The Interactive Television Patent and Technology portfolio offers purchasers a unique opportunity to position themselves squarely in the ITV market.

“Interactive television has been a hotly growing market,” commented Michael Lubitz, CEO of GTT Group. “With the increase in on-demand and streaming content, demand for ITV platforms is high. This patent portfolio and supporting technology offers the key advantage of being able to track a viewer’s activity within program content.”

GTT Group will be approaching potential buyers and providing materials explaining the strategic advantages of acquiring the portfolio and the accompanying technology.

To receive more information about this opportunity, please contact Dan Buri at dburi@gttgrp.com

About Global Technology Transfer Group, Inc.

Global Technology Transfer Group, Inc. is a patent transaction advisory and consulting firm, which combines core competencies in patent valuation with its global network to deliver

unparalleled results. GTT Group's services include Patent Valuation, Patent Brokerage, Patent Acquisition, Patent Licensing Support, Wireless Related Standards Review, and Patent Research & Strategic Analysis. The company's corporate headquarters are in Portland, Oregon, with representation in North America, Asia, and Europe.

For more information, visit GTT Group at: www.gttgrp.com

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