DCIA to Address Entertainment Media File Sharing

Taps Former National Broadcasting Company (NBC) & Microsoft TV Executive as CEO

Los Angeles, CA July 2, 2003 – The Digital Computing Standards Coalition (DCSC) (www.dcsconline.org) today announced its expansion into the **DISTRIBUTED COMPUTING INDUSTRY ASSOCIATION (DCIA).** Its immediate focus will be on harnessing distributed computing technologies for digital media content distribution, including entertainment and information service offerings. The DCIA will be led by broadcasting and new media executive Marty Lafferty and be headquartered in Washington, DC.

In making the announcement, **Derek Broes, Founding Chairman of DCSC and the recently appointed Senior Vice President of Worldwide Operations for Altnet**, said, "The expansion of distributed computing at the consumer level, now numbering hundreds of millions of users, led to our expansion into the DCIA and recruitment of Marty Lafferty as its CEO. Marty is an accomplished media industry leader whose expertise is in pioneering the distribution of content via new technologies. His participation in trade associations has transformed visions into reality and defined industry practices." Mr. Broes is currently transitioning into his position at Altnet, Inc., and will continue on DCIA's Board of Directors.

Marty Lafferty, who joins DCIA as Chief Executive Officer from Lafferty Media Partners, LLC, added, "The challenges posed by distributed computing to platform companies, network operators, and content providers are surpassed only by the opportunities. Growing acceptance and continual upgrading by consumers mark the beginning of an unprecedented phenomenon. We look forward to addressing the key issues that affect all interested parties engaged in the harnessing and full development of this very promising technology."

Participating firms engaged in providing the platform for distributed computing, conducting operations of file-sharing and related distribution services, and offering content for dissemination by means of distributed computing networks, are now being organized into the **DCIA Platform Group**, **DCIA Operations Group**, and **DCIA Content Group**, with charter members and first-year board members to be announced in the near future. A second phase, projected for DCIA's second year of operations, will also involve consumers.

ABOUT THE DISTRIBUTED COMPUTING INDUSTRY ASSOCIATION (DCIA)

The Distributed Computing Industry Association (DCIA) is a 501(c)(6) nonprofit Delaware corporation supported by membership dues contributed by participating companies. Its mission is to advance the adoption of distributed computing technologies and the commercial development of business models based on them. It provides a forum for senior executive discussion, a medium for lobbying governmental authorities, and a vehicle for educating the public at large.

The background of DCIA's incoming CEO, Marty Lafferty, includes senior management roles at the National Broadcasting Company (NBC), Microsoft TV, and Turner Broadcasting System (TBS). He presided over new media firms FutureVision and Zoom Culture, and served as Membership Chairman of the Interactive Services Association (ISA) and co-founder and Vice Chairman of the Satellite Broadcasting Communications Association (SBCA). He holds a Master's Degree from Yale University, and earned a Bachelor's Degree with Honors at Williams College. He has received the NCTA's President's Award and CTAM TAMI Award for industry service.

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