

Sonic Solutions Forms Strategic Alliance With verve-media

**Provides New Interactive Commerce Opportunities to Roxio
CinemaNow Partners**

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NOVATO, Calif. and SAN FRANCISCO, Dec. 10 /PRNewswire-FirstCall/ -- Sonic Solutions® (Nasdaq: SNIC) and verve-media, inc., today announced a partnership to incorporate interactive commerce functionality into the Roxio CinemaNow™ entertainment platform. The collaboration will enable content owners and retailers to explore new innovative revenue models through interactive contextual advertising. For consumers, the new capability will provide a unique viewing experience in which information or purchasing options for products featured in, or related to, the content being consumed are dynamically available upon request.

Sonic and verve-media plan to debut the interactive capabilities of the verve-media technology at CES 2010 in Las Vegas, January 7-10.

"The Roxio CinemaNow entertainment platform was designed to not only enable studios, retailers and consumer electronics manufacturers to add value to product offerings, but also to form ongoing relationships with their customers," said Dave Habiger, president and CEO, Sonic Solutions. "Our partnership with verve is another way we are enhancing the platform and creating a suite of possibilities for companies to merchandise and monetize digitally delivered entertainment in the rapidly evolving over-the-top video space."

verve-media's technology is designed to address the multi-billion dollar market of embedded brand messages including featured product placements and sponsored original content. The technology allows all forms of video content to become highly interactive without disrupting the viewing experience, requiring a proprietary player or modifying source content. Current verve initiatives include enhanced digital versions of studio movies and popular TV shows offering the "one-click purchase" of in-program or embedded product placements.

"Given the tremendous reach and influence of the Roxio CinemaNow platform, our relationship with Sonic is a significant opportunity to showcase our technology," said Thomas Frank, CEO verve-media. "Roxio CinemaNow is helping to create a better consumer entertainment experience by making premium content instantly available on a broad range of home and mobile devices. I believe we will help do the same with elegant and targeted advertising that enhances the overall viewing experience in collaboration with select content and retail partners."

The Roxio CinemaNow entertainment platform serves a broad range of premium content to a growing, multi-manufacturer ecosystem of home and mobile electronics including PCs, connected

TVs, set-top DVRs, Blu-ray Disc players, smart phones and mobile media devices. The platform enables retailers and consumer electronics companies to participate in the entertainment supply chain, add value to product offerings and form ongoing relationships with customers. Roxio CinemaNow-powered stores enable consumers to instantly rent and purchase high-quality entertainment on their favorite device and, through CinemaNow online movie storage, the flexibility to playback content ordered on additional consumer electronics devices. As well as being available on a range of consumer electronics, Roxio CinemaNow powers digital entertainment delivery for Best Buy and Blockbuster.

About verve-media, Inc

verve-media, inc., is an innovative, brand-marketing software solution that enables new levels of interactivity within all forms of video content and across all distribution platforms. verve-media technology allows consumers to instantly obtain information and purchase products observed in movies, TV shows, games or web-based content. verve-media is a "one-stop shop" for content owners that enables direct consumer interaction with movies, television shows, and emerging content regardless of the delivery platform (from Blu-ray disc to set-top box and digital sell-through). For more information visit: www.verve-media.com.

About Sonic Solutions

Sonic Solutions® (NASDAQ: SNIC) is powering the digital media ecosystem through its complete range of Hollywood to Home™ applications, services, and technologies. Sonic's Roxio® products enable consumers to easily manage and enjoy personal digital media content and, through Roxio CinemaNow™, access premium Hollywood entertainment on a broad range of connected devices. A wide array of leading technology firms, professionals, and developers rely on Sonic to bring innovative digital media functionality to next-generation devices and platforms. Sonic Solutions is headquartered in Marin County, California.

Forward-Looking Statements

This release may contain forward-looking statements that are based upon current expectations, including the market acceptance and success of Sonic Solutions' collaboration with verve-media.

Actual results could differ materially from those projected in the forward-looking statements as a result of various risks and uncertainties. This press release should be read in conjunction with Sonic Solutions' most recent annual reports on Form 10-K, quarterly Forms 10-Q and other reports on file with the Securities and Exchange Commission, which contain a more detailed discussion of each company's business including risks and uncertainties that may affect future results. Sonic Solutions does not undertake to update any forward-looking statements.

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