

## **WALKER DIGITAL RETAINS IP NAVIGATION GROUP FOR PATENT LICENSING PROGRAM**

STAMFORD and DALLAS—January 25, 2011: Walker Digital, LLC announced today that it has retained IP Navigation Group, LLC as its strategic patent advisor. Founded in 1994, Walker Digital is a research and development lab that has made fundamental contributions to many areas of technology, including electronic commerce, financial services, transaction processing, pricing, social networking and gaming. Several hundred issued and pending U.S. and foreign patents protect these inventions, with several hundred more patent applications pending.

Walker Digital chairman Jay S. Walker, founder of Priceline.com and numerous other successful companies, is the lead inventor on a majority of the Company's patents and applications. Mr. Walker has been recognized nationally and internationally as one of the world's leading entrepreneurs—Forbes magazine describes him as an "Edison for a New Age" and favorably compares Walker Digital to Thomas Edison's invention factory and BusinessWeek selected him as one of the 25 Internet pioneers most responsible for "changing the competitive landscape of almost every industry in the world."

"A number of great companies, including Priceline, can trace their genesis to technology that was first developed at Walker Digital in the mid-late 1990's. We are proud of our inventions and the number of innovative businesses and activities founded on these inventions. These businesses have not only changed the way people around the world live, work, travel and interact socially and commercially, but also have given rise to numerous American jobs," said Walker. Commenting on recent developments, Jon Ellenthal, President of Walker Digital, stated, "I will be assuming operating responsibility at Walker Digital for our licensing program. We are excited to have IPNav on the team. They bring a depth of experience, resolve, understanding and an approach that we have not seen with other advisors."

Founded in 2003, IP Navigation Group's expertise is helping inventors create value from their patent assets. "Jay is one of America's best-known entrepreneurs and was the first to envision the many ways in which a networked world would intersect with human behavior to create fundamental changes in how we interact socially and commercially. Walker Digital's innovations are essential to the founding, growth and differentiation of many successful businesses. We look forward to working with the market of practicing companies to create appropriate licensing arrangements. We recognize that no one single approach works for all companies, and we are ready with a flexible strategy," stated Erich Spangenberg, CEO of IPNav. "We anticipate that many of the potential licensees will want to promptly engage in licensing discussions. We fully expect a successful program for Walker Digital and its member licensees."

### **About Walker Digital:**

Walker Digital, LLC is the owner of several hundred U.S. and foreign patents and patent applications in diverse areas of technology. Additional information regarding Walker Digital is available at [www.walkerdigital.com](http://www.walkerdigital.com).

### **About IP Navigation Group:**

IPNav's expertise is technology licensing. Additional information regarding IPNav is available at [www.ipnav.com](http://www.ipnav.com). You can contact IPNav at [info@ipnav.com](mailto:info@ipnav.com), by telephone at (214) 438-0800 or through their website.