

# XORMEDIA

April 4, 2012

Dear Customer:

Please allow me to clarify our current position regarding our commitment to our broadcast product line and customers. While it is true that SeaChange Broadcast is becoming XOR Media, we assure you that we will be the same organization that this market has trusted all these years.

SeaChange recently announced the spinout of the Broadcast group, the team developing and supporting broadcast codec servers and storage. The new company XOR Media will continue to focus on open, cloud-capable, and media-centric servers and storage. The transaction is backed by a group of financial investors led by a US-based venture firm focused on transformative technology companies. After customary regulatory approvals, SeaChange Broadcast will officially become XOR Media.

XOR Media will be run by the same management team and resources as SeaChange Broadcast. The difference is that now, we will be solely focused on servicing Broadcast server markets. Our new generation of broadcast solutions leverages on our expertise and patented technology in highly reliable real-time play-to-air systems and expands our capability to enable end-to-end Broadcast workflows.

The XOR Media management team, dedicated to our current installed base, will bring a new generation of Broadcast technologies to the market. We have a profitable business plan, and with our new investors (including VantagePoint and its portfolio companies), we are increasing our investment on product development and customer support. Currently, our product development team alone is composed of 120 people spearheaded by a group of elite engineers in the US. Our 24x7 global operation is supported by 40 customer-focused engineers and led by highly experienced regional technical experts in the US, EMEA, and APAC.

I understand that there has been some concern about our leaving broadcast customers without any future expansion capabilities and support. I would like to clarify that this is absolutely inaccurate. With XOR Media, we are dedicated to continue developing, advancing, and supporting our broadcast deployments.

With best regards,



Zheng Gao  
CEO, XOR Media