



FOR IMMEDIATE RELEASE

Leading PC OEM Turns to Digital Delivery Networks to Enrich its PC User Experience

Customized Interface Gives Users the Control to Create a More Personalized and Productive Computing Experience

CES, Las Vegas, NV – January 8, 2009 – [Digital Delivery Networks, Inc. \(DDNi\)](#), a PC customer-experience company, today announced that Lenovo has selected its OASIS 2.0 platform for future consumer-focused IdeaPad laptops and IdeaCentre desktops. The OASIS 2.0 platform will provide consumers with a customized experience that simplifies, organizes and makes navigating the PC easier.

Lenovo currently leverages the OASIS product under various models of the Ideapad, ThinkPad, Lenovo 3000, and ThinkCentre product lines. "DDNi and Lenovo are working together to engineer a better user experience," said Craig Merrigan, Vice President, Global Consumer Marketing at Lenovo. "We are creating a way for consumers to discover new things they can do with computers and the Web, and to personalize that experience."

Announced yesterday at the 2009 International Computer Electronics Show (CES), the [DDNi OASIS 2.0](#) platform is being demonstrated in the Lenovo product showcase.

With DDNi, PCs can present an enhanced environment from the first time a user powers on the PC through the life of that system. The DDNi platform intuitively provides a seamless experience for the user while organizing their PC activity and simplifying their PC navigation. This is accomplished by providing easy access to PC programs, utilities and services and allowing the user to personalize preferences, profiles and choices. The end result is a more satisfying user experience and affinity towards the Lenovo brand.

"Customer experience is key to driving brand awareness and loyalty. Lenovo is ahead of the curve in recognizing that the user experience is critical to gaining market leadership," said Michael Kuptz, CEO of DDNi. "DDNi's solution is focused on helping Lenovo accomplish its business objectives, create a stronger brand affinity and maintain a relationship with the customer after the initial product purchase. DDNi's platform coordinates a dialogue between Lenovo and their customers to intelligently interact and recommend software, services, support and products that are in context with the end users' PC use."

About DDNi

Digital Delivery Networks (DDNi) is a PC customer experience company that provides software, infrastructure and digital marketing opportunities to personal computer (PC) companies, distribution partners and retailers. DDNi clients sustain superior application software and internet services and enable contextual marketing during the customers' daily desktop experience. DDNi's proprietary and patented platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the PC's lifespan. DDNi is located in Scotts Valley, CA and is a privately held company.

Contact:

Mark Peterson / Bill Cox

Experience Communications for DDNi

831-626-4400 / 208-381-0001

mark@experiencecom.com / bill@experiencecom.com