



JOE CHERNESKY APPOINTED SENIOR VICE PRESIDENT OF INTELLECTUAL PROPERTY AT KUDELSKI GROUP

Cheseaux, April 30th, 2012 – The Kudelski Group (SIX:KUD.S), the world's leading independent provider of media content protection and value-added service technology, announced today the appointment of Joe Chernesky as Senior Vice President of Intellectual Property. In this role, Mr. Chernesky will report directly to André Kudelski, Chairman and Chief Executive Officer and will lead the worldwide Intellectual Property Business Unit and related activities for the Group.

“We are very pleased to welcome Joe to the Group. He is recognized as an excellent Intellectual Property strategist and has a proven track record of successfully building and leading Intellectual Property businesses and business units involving several billions of dollars of combined transaction value,” said André Kudelski. “We have an important intellectual property portfolio including more than 4,000 patents worldwide. With our long tradition of innovation and more than 60 years of technological developments in the media industry, this portfolio is constantly expanding. Joe will lead the continued development of our IP portfolio as well as the expansion of the Group's technology collaboration and licensing programs.”

Mr. Chernesky was most recently the Vice President and General Manager of Global Licensing Sales at Intellectual Ventures, a global invention capital company. Prior to Intellectual Ventures, Mr. Chernesky was Co-Founder and President of IPotential, a leading intellectual property strategic consultancy and transactions firm, following periods spent at Boeing and Intel. Mr. Chernesky also previously served as a United States Naval officer and holds a Bachelor of Science degree and Masters of Business Administration degree from the University of Arizona.

About The Kudelski Group

The Kudelski Group (SIX: KUD.S) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. For more information, please visit www.nagra.com.

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