

Activated Content Announces Strategic Partnership with SunnComm International

Activated Content will market and sell their ActivatedAudio™ Watermarking Suite bundled with SunnComm's MediaMax.

Bellevue, WA - September 21, 2005 - Activated Content Corporation, acclaimed provider of watermarking and other audio technology service offerings, announced today a strategic partnership with SunnComm International Inc. (OTC: SCMI), creator of MediaMax™ enhancement and content protection technology to offer anti-piracy solutions that secure pre-release music.

Activated Content will market and sell their ActivatedAudio™ Watermarking Suite bundled with MediaMax. The combined offering will include optical media security, watermarking and digital rights management features in a comprehensive solution that makes it easier to protect and trace digital assets prior to commercial release.

A spokesman for the International Federation of Phonographic Industries' (IFPI) Internet Anti-Piracy Unit has said in part: "Pre-releases can be illegally posted, downloaded and distributed worldwide within hours. So it is crucial for the recording industry's cycle of reinvestment to prevent initial sales being lost to internet piracy."

(<http://www.ifpi.org/site-content/press/20050818.html>) Published estimates suggest as much as 80 percent of pre-release piracy originates from internal production sources. Activated Content and SunnComm can focus extremely powerful weapons toward this piracy battle. Together they provide security technologies ranging from watermarking to optical media security to digital rights management (DRM); providing an all-inclusive response to the record labels' need to secure and protect pre-released music in the quickest and most efficient way.

"As leaders within their relative markets, Activated Content and SunnComm are in a unique position to be able to alleviate the growing loss of revenue resulting directly from pre-release piracy," commented Eric Silberstein, CEO of Activated Content Corporation. "By combining our two powerful technologies into a comprehensive solution, we present the record labels and other digital content producers with a viable method of reclaiming substantial lost revenue due to pre-release piracy."

ActivatedAudio Watermarking Suite provides watermarking production, protection and distribution management features for any audio-inclusive content, such as music, movies and games. SunnComm's MediaMax offers an authorized way to play and move music within a legally approved and controlled process. It provides a compromise solution that delivers limited "content rights" without allowing the freedom to steal from artists, producers or record labels. Together, the two companies provide

extended digital piracy and copyright infringement. protection by enabling forensic tracking and traceability and further securing the content as it is stored on the optical media.

William Whitmore, Jr., president of MediaMax Technology (OTCBB: MMXT), the seller of MediaMax affirmed, "This is a great opportunity for us to combine our proven preemptive security with a leader in the field of digital identification and forensic security. We look forward to a prosperous strategic partnership with the folks at Activated Content Corp."