



FOR IMMEDIATE RELEASE

Software and Corporate Leaders to Shape Future of Software Business at SoftSummit™ 2004

Industry's Premier Conference on Software Pricing, Purchasing and Licensing Opens Call for Presentations

SANTA CLARA, Calif. (BUSINESS WIRE) – February 4, 2004 – Macrovision® Corporation (Nasdaq: MVSN), today announced that SoftSummit™ 2004 – the software industry's premier conference on software pricing, purchasing and licensing – will be held October 18 - 19 in Santa Clara, California. Building on the success of last year's event, SoftSummit 2004 brings together executives from the world's top software companies with their customers to share insights on the major trends, latest innovations and proven best practices driving the software industry.

Senior executives from industry-leading software companies, global corporations, analyst firms and management consultancies are invited to submit a proposal to speak at this year's event. Previous SoftSummit presenters included Presidents, CEOs, CTOs, CIOs, and VPs from major global organizations such as Adobe, Agilent, Borland, Honeywell, IDC, Macromedia, Macrovision, McKinsey & Company, Motorola, Nokia, Oracle, Salesforce.com, Sun Microsystems, VERITAS Software and others.

"Conference attendees have praised SoftSummit for providing an invaluable forum for software publishers and customers to interact, brainstorm and openly discuss the challenges and opportunities in software pricing and purchasing," said Dan Stickel, executive vice president and general manager, Macrovision Software Technologies Group. "SoftSummit is a unique software industry event that offers direct access to leading-edge thinking on software pricing and licensing, and reflects the changing dynamics and relationships between publishers and their customers. The response to last year's sold-out event proved the demand for this unique forum and we anticipate even greater attendance at SoftSummit 2004."

Call for Presentations

- Presentations are being sought for the following topics:
- Strategies for Software Pricing
- Trends in Software Pricing and Purchasing
- Product Activation
- Evolving Licensing/Software Business Models
- Licensing Best Practices
- Software Capacity Planning
- Software Protection Strategies
- Software Compliance
- Software Revenue Optimization
- Utility/Grid Computing
- Innovations in Software Distribution and Delivery
- Automating the Back Office
- E-commerce
- Software Asset Management

Submission Guidelines

An abstract of 700 words or less outlining the proposed speaking topic may be submitted online at www.softsummit.com/srf.html. Multiple submissions are allowed and should address issues relevant to senior decision makers in product management, pricing, licensing, marketing, IT, engineering, and operations. Content should highlight key trends, best practices or case studies.

Proposals are evaluated based on relevance to a large audience, uniqueness of solution/content, representation of an emerging trend, company reputation, and seniority of the speaker.

Sponsorships

A limited number of sponsorship opportunities are available for SoftSummit 2004 with a range of sponsor benefits including speaking opportunities, exhibit space, handouts and complimentary full conference passes to attend all sessions and events. For more information on sponsorships, visit the SoftSummit web site at www.softsummit.com/sb.html.

About SoftSummit

SoftSummit is the premier conference for software pricing, purchasing and licensing, bringing together leading software publishers and purchasers to discuss key trends and best practices. Sponsored by Macrovision Corporation, SoftSummit 2004 will be held October 18-19 at the Westin Hotel, Santa Clara, California. For more information and to register, visit www.softsummit.com.

About Macrovision

Macrovision Corporation (Nasdaq:MVSN) is the market leader in electronic licensing, copy protection, and digital rights management ("DRM") technologies. Headquartered in Santa Clara, California, Macrovision has international offices in London, Frankfurt, Tel Aviv, Tokyo, Taipei, Hong Kong and Seoul. More information about the Macrovision can be found at www.macrovision.com.

This press release may contain “forward-looking” statements as that term is defined in the Private Securities Litigation Reform Act of 1995. A number of factors could cause Macrovision’s actual results to differ from anticipated results expressed in such forward-looking statements. Such factors are addressed in Macrovision’s filings with the Securities and Exchange Commission (available at www.sec.gov). Macrovision assumes no obligation to update any forward-looking statements.

#

For more information Contact:

Macrovision Corporation
Debra Chin
Phone: +1 (408) 969 5518
Fax: +1 (408) 743 9655
dchin@macrovision.com

Cross Border Communications
Mary Jane Reiter
Phone: +1 (408) 725 1239
Fax: +1 (408) 850 8046
mj@crossborderpr.com