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**First ICAP Ocean Tomo Live Patent Auction Generates \$1.727 Million in Sales On Four Lots
And Continues to Reengineer the Marketplace for IP**

CHICAGO - (July 28, 2009) The Gold Coast Room of the historic Drake Hotel in Chicago was the site of the first ICAP Ocean Tomo Live Patent Auction. For the first time, all reserves were revealed, bringing more transparency to the market. Paul Lagassey of Eastern Investments said, "I came here to make a deal – and I made a deal. In short I am delighted." Michael Parris, the inventor of the ProMOS Technologies Lot that sold at the auction added, "the ICAP Ocean Tomo Live IP Auction is a great forum for IP monetization for large companies, small companies and individual inventors." The ICAP Ocean Tomo Live Patent Auction continues to provide transparency and open price discovery while providing immediate monetization on behalf of intellectual property sellers.

The auction opened with robust bidding on Lot 1, the Talkflow Systems patents. With an opening bid that placed the lot in the market at \$10,000 by two simultaneous bidders, the bidding continued for several minutes. The gavel nearly fell twice during active bidding by five different bidders and progressed up to a final selling price of \$110,000.

Lot 5, the ProMOS Technologies, Inc. lot, sold after active bidding from the opening bid of \$500,000 to a final selling price of \$900,000. Prior to the auction, Michael Parris, the inventor of the ProMOS lot was "cautiously optimistic -- anticipating a strong level of interest." Post auction, Parris said, "the system worked -- people competitively bid the lot up to today's value of the patent". "This was our first experience in working with ICAP Ocean Tomo, the team was fantastic," Parris said.

Paul W. Tuinenga, seller of Lot 4, saw his patent enter the market at \$50,000 and climb to a final selling price of \$210,000 in dynamic bidding.

The patents in Lot 27, owned by Eastern Investments, sold for \$350,000.

The four Lots combined to sell for \$1,727,000, including the buyers' premium. Post auction interest was expressed immediately following the fall of the auctioneer's gavel. ICAP Ocean Tomo anticipates closing additional lots in post-auction activities.

According to ICAP Ocean Tomo's Dean Becker, "disclosing the reserve price brought in more registered bidders than ever before." Mr. Becker continued, "we knew that if we opened at the reserve, bidding would take the asset to its value in the marketplace today. With the economy in a state of recovery, ICAP Ocean Tomo remains the pioneer of the only open Live Patent Auction in the world and continues to re-engineer the IP marketplace.

About Auctions by ICAP Ocean Tomo

ICAP Ocean Tomo has received global recognition as the pioneer and leader in the live auctioning of intellectual property assets. Over the past three years since inception, nine Live IP Auctions across the US and Europe which have transacted millions, benefiting sellers such as sold inventors, small and mid-size companies, large corporations, investors, and others. Hundreds of key decision makers in the IP and financial communities attend and participate in auction events, including C-level executives, IP and business professionals, investors, inventors and media professionals. The auctions have been featured on CNBC, Bloomberg TV, The Wall Street Journal, Barron's, Red Herring, BusinessWeek, Reuters and more.

About ICAP Ocean Tomo

ICAP Ocean Tomo leverages the talents of experienced intellectual property monetization professionals to match buyers and sellers for the sale of patents and other intellectual property assets in private sale transactions, multi-lot live IP auctions and through Patent/Bid-Ask, the first and only brokerage and online marketplace for Intellectual Property.

ICAP Ocean Tomo offers broad-ranging expertise and unparalleled credibility not currently available in the emerging patent marketplace, continuing ICAP's standard for excellence and innovation. Combining its brokering expertise and world-class customer service, ICAP Ocean Tomo brings stability and liquidity to the patent monetization marketplace and is currently the intellectual property brokerage of choice for IP assets in both the primary and secondary markets.

Our veteran brokers have expertise in IP revenue generation, technology deployment and law. The team uses their vast knowledge of marketplaces across many sectors throughout the United States, Asia and Europe to deliver highly-valued transactions for client benefit.

On June 16, 2009, ICAP and Ocean Tomo, LLC announced that ICAP had purchased the transactions division of Ocean Tomo. The new name for the division is ICAP Ocean Tomo.

About ICAP

ICAP is the world's premier interdealer broker and provider of post trade services. The Group matches buyers and sellers in the wholesale markets in interest rates, credit, commodities, foreign exchange, equities and equity derivatives through voice and electronic networks. ICAP has an average daily transaction volume in excess of \$2.3 trillion, more than 40% of which is electronic. ICAP is also the source of global market information and research for professionals in the international financial markets. ICAP plc was added to the FTSE 100 Index on 30 June 2006. For more information go to www.icap.com.

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