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FOR IMMEDIATE RELEASE

Digimarc and AlpVision Join Forces with Worldwide Strategic License Agreement

Beaverton, OR USA and Vevey, Switzerland – April 30, 2010 – Digimarc Corporation (NASDAQ: DMRC) a leading supplier of digital watermarking technologies and solutions, and AlpVision, an emerging leader in brand protection and anti-counterfeiting solutions headquartered in Switzerland, are joining forces with a worldwide strategic license agreement. The agreement enables Digimarc to benefit from AlpVision's expertise in brand protection security solutions and provides to AlpVision a gateway to the U.S. market.

"We are pleased to partner with AlpVision in support of their efforts to provide brand protection and anti-counterfeiting solutions for customers in pharmaceuticals and other industries," said Digimarc's CEO, Bruce Davis. "AlpVision is a leader in commercializing invisible digital marking to detect counterfeiting, and has an impressive list of customers and partners across a wide range of industries. We look forward to working with them in the launch of their U.S. office and marketing initiatives."

"Digimarc's patent portfolio features a number of very valuable approaches to support our goal of providing novel, innovative technologies, products, and services to our customers in the U.S. and around the world," said Fred Jordan, CEO of AlpVision. "We look forward to a long, successful relationship with Digimarc, working together to strengthen our position in the market for anti-counterfeiting applications and services."

About Digimarc

Digimarc Corporation (NASDAQ:DMRC), based in Beaverton, Oregon, is a leading innovator and provider of enabling technologies that create digital identities for all forms of media and many everyday objects. The embedded digital IDs are imperceptible to humans, but not to computers, networks and devices like mobile phones, which can now use cameras and microphones as sensory inputs to "see, hear and understand" the world around them within the context of their environment. Digimarc has built an extensive intellectual property portfolio with patents in digital watermarking, content identification and management, media and object discovery to enable ubiquitous computing, and related technologies. Digimarc develops solutions, licenses its intellectual property, and provides development services to business partners across a range of industries. For more information, please visit www.digimarc.com.

About Alp Vision

AlpVision S.A is the world's premier developer of digital invisible marking technologies for brand protection. In 2001, the company invented a breakthrough authentication technology. Since then, the solution has been rolled-out worldwide

successfully in Forbes 2000 companies belonging to the tobacco and pharmaceutical industries. This enabled AlpVision to reach profitability in 2003, and keep sales and profits growing steadily since then. Please go to www.alpvision.com for more company information.

Digimarc Forward-Looking Statements

With the exception of historical information contained in this release, the matters described in this release contain various "forward-looking statements." These forward-looking statements include statements regarding our backlog and our positioning for the year ahead and other statements identified by terminology such as "will," "should," "expects," "estimates," "predicts" and "continue" or other derivations of these or other comparable terms. These forward-looking statements are statements of management's opinion and are subject to various assumptions, risks, uncertainties and changes in circumstances. Actual results may vary materially from those expressed or implied from the statements in this release as a result of changes in economic, business and/or regulatory factors. More detailed information about risk factors that may affect actual results is set forth in the Company's Form 10-K for the year ended December 31, 2009 and in subsequent periodic reports filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's opinions only as of the date of this release. Except as required by law, Digimarc undertakes no obligation to publicly update or revise any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

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