

## **Smart AdServer Selects Limelight Networks to Power Advanced Online Video Advertising Capabilities**

### *Limelight Networks Enables Major European Online Advertising Campaign Management Company to Deliver Targeted Campaigns Reliably*

TEMPE, AZ – 18 June 2008 – Limelight Networks, Inc. (Nasdaq: LLNW) today announced that Smart AdServer will use the LimelightDELIVER object delivery service to increase the quality of service SmartAdServer provides to international clients, manage peaks of online demand, and decrease the cost of bandwidth.

Smart AdServer is a large European provider of ad-serving and digital marketing services to media agencies, ad networks and publishers. Since its founding in 2001, the company has quickly become a key player in France and is growing its business rapidly throughout Europe because of the unique and innovative functions of its solutions. Today the company has over 110 clients and 1000 Web sites on four continents.

As a company managing the delivery of rich online media content, Smart AdServer was challenged with dealing with a multitude of local and international clients with differing content sizes, and locations. Through LimelightDELIVER, Smart AdServer is now able to control how it publishes and presents content to customers, assuring that it is delivered to the correct audience reliably and in the best fidelity possible, whenever and wherever advertising content needs to be streamed.

In the competitive world of creative advertising, where every passing second can mean the difference between an effective or failed ad, successful content delivery is crucial. In order to ensure that customers locally and internationally receive content at a fast, reliable speed, Smart AdServer began progressively moving customers over to Limelight Networks on April 21. With Limelight Networks, Smart AdServer customers will receive faster response times and improved quality of delivery.

“Smart AdServer’s international activity is growing fast, this is why it was important for us to work with one of the leading providers in enabling content delivery across the internet. We’re pleased to be using LimelightDELIVER to help our customers better manage their online campaigns,” said Cyrille Geffray, Managing Director at Smart AdServer. “Equipping our customers with better management tools means we’re able to help our customers gain a clear competitive advantage.”

Limelight DELIVER offers advanced management tools to help with publishing and presenting content. With its Geo-Compliance option, users can ensure that content is not accessible outside of a defined geographic area, ideal for managing media licenses

with geographic restrictions. In addition, with FLV Seek capabilities, downloads can start from any point users choose, so they enjoy faster access to the content they want.

“We are pleased to be working with Smart AdServer to enhance the performance of their international ad-serving and digital media business,” says Chris Townsley, director of strategic sales, Limelight Networks, United Kingdom. “The targeting and geo-compliance features of our LimelightDELIVER product are perfectly suited to enable a growing business like Smart AdServer to provide targeted, international services to their customers.”

### **About Smart AdServer**

Smart AdServer SAS develops and markets one of the main ad-serving technologies for the management of online campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customers compared with its competitors, thanks to the innovative and unique functionalities offered by its product, and its ease of use. Smart AdServer has 120 customers for 1200 sites spanning four continents. Among its clients are large media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Magna ... as well as a large number of sites and companies, including PIXmania, Reed Business, Groupe Express-Expansion, NRJ Global, MSD, Wolters Kluwer, La Vanguardia, Trader.ca, Vacature, Curse Gaming, Amiado...

### **About Limelight Networks, Inc.**

Limelight Networks, Inc. (Nasdaq: LLNW) is a content delivery partner enabling the next wave of Internet business and entertainment. More than 1300 Internet, entertainment, software, and technology brands trust our robust, scalable platform to monetize their digital assets by delivering a brilliant online experience to their global audience. Our architecture bypasses the busy public Internet using a dedicated optical network that interconnects thousands of servers and delivers massive files at the speed of light – directly to the access networks that consumers use every day. Our proven network and passion for service provides our customers confidence that every object in their library will be delivered to every user, every time. For more information, visit [www.limelightnetworks.com](http://www.limelightnetworks.com).

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