



Limelight Networks[®] Introduces Open AdStream[®] Support to Limelight's Mobile Delivery Services

Limelight ADS Now Works in Conjunction With Open AdStream Technology to Extend Online Ad Insertion to Internet-Connected Devices

TEMPE, AZ, May 11, 2010 (MARKETWIRE via COMTEX) --Limelight Networks, Inc. (NASDAQ: LLNW) today announced Limelight ADS support for 24/7 Real Media's proprietary ad management technology, Open AdStream[®]. Limelight ADS delivers targeted advertising to mobile audiences while allowing publishers to maintain their own ad sales operations and ad measurement systems. By extending support to the Open AdStream technology platform, Limelight Networks is continuing to raise the bar in mobile and rich-media advertising, providing greater flexibility for publishers needing to monetize online content beyond the PC.

Limelight ADS is part of the broader Limelight Networks mobility portfolio. In conjunction with Limelight REACH, Limelight ADS is designed to help content providers reach audiences with targeted content -- including video -- across multiple devices and platforms, wherever and however they choose to consume their media. In addition to Open AdStream, Limelight ADS also supports other major ad-decision engines. The platform requires no workflow changes, enabling publishers to reach mobile consumers with the same processes they already use to deliver ads online.

"It's critical for content providers to keep pace with changing consumer behaviors and be able to monetize content at every step along the way," said Oleg Vishnepolsky, Chief Technology Officer at 24/7 Real Media. "We believe that Limelight's recently announced support of Open AdStream will become yet another way for advertisers to reach consumers and to enable ongoing innovation in the mobile space."

"We are giving content providers a way to manage mobile media that is consistent with how they currently manage online ad delivery," said Bill Loewenthal, Vice President and General Manager at Limelight Networks. "By adding Open AdStream support, we're extending the capabilities of the Limelight ADS offering in conjunction with rising consumer demand for access to content on the go. We're in tune with where the market is headed and pleased to be supporting 24/7 Real Media's leading ad management technology moving forward."

Limelight Networks mobile services enable publishers to create content once, yet distribute it and monetize it across many networks and devices. For more information on Limelight ADS and Limelight REACH, visit the services page on the Limelight Networks site.

About Limelight Networks, Inc.

Limelight Networks, Inc. (NASDAQ: LLNW) provides on-demand software, platform and infrastructure services that help global businesses reach and engage audiences on any mobile or Internet-connected device, enabling them to enhance their brand presence, build stronger customer relationships, optimize their advertising, and monetize their digital assets. For more information, please visit <http://www.limelightnetworks.com> or follow us on Twitter at www.twitter.com/llnw.

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. a WPP company is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 18 offices in 12 countries throughout North America, Europe and the Asia Pacific region.

24/7 Real Media: The Science of Digital Marketing.

24/7 Real Media is a member of the NAI and adheres to the NAI privacy principles that have been applauded by the FTC. These principles are designed to help ensure Internet user privacy. For more information about online data collection associated with ad serving, including online preference marketing and an opportunity to opt-out of 24/7 Real Media cookies, go to: www.networkadvertising.org.

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Media Contact:

Heather Miller for Limelight Networks, Inc.

215-867-8600x239

media@lnw.com

Mike Manning for 24/7 Real Media

+1-415-365-8526

mike.manning@cohnwolfe.com

SOURCE: Limelight Networks, Inc.