



GameShadow Selects Limelight Networks for Scalable, Robust Service and Fast Download Speeds

Fast-Growing PC Gaming Service Reduces Overhead and Improves Its Customer Experience Through Tie-Up With Leading Content Delivery Network

TEMPE, Ariz., July 9 /PRNewswire-FirstCall/ -- Limelight Networks (Nasdaq: LLNW), a leading content delivery network (CDN) for digital media, announced today that GameShadow, one of the rising stars of the PC-gaming community, has selected Limelight as its exclusive CDN. GameShadow chose Limelight because of its proven ability to scale to accommodate large global audiences of gamers and to help build strong brand loyalty by improving its customer experience when delivering content to its rapidly growing customer base.

GameShadow fills an increasingly important and desirable niche in PC gaming, providing a platform for gamers to download patches, demos, trailers and other content. Since its intelligent client became free to download last year, GameShadow's popularity has been booming with more than 750,000 registered users and the potential to reach millions worldwide.

The Oxfordshire, U.K.-based company was previously provisioning its own servers but found the management overhead to be high and the experience for users far from ideal. Under the new set-up, users are automatically connected to Limelight Networks' globally-distributed network of thousands of servers, dramatically improving download times.

"It's about reducing complexity in the way we deliver the files and making sure we provide a great service level to our customers," said Tony Treadwell, COO and Founder of GameShadow. "When growing the GameShadow service, it became clear that we had a reputation to uphold and our original file serving system was beginning to show strain under the load. We needed a scalable and high-performing multi-access-point network that would allow all of our customers worldwide to experience the best possible delivery speeds."

In addition to cutting the management overhead in half, Treadwell said he believes the Limelight network provides a fully scalable and cost-effective solution as the company grows to provide updates and patches to millions of PC gamers. GameShadow can encourage this performance-sensitive group of consumers to keep using the GameShadow service by providing a fast and efficient user experience. "Limelight meets our need for a massive online delivery network that has the capability and the scalability to support our extremely large continuous and peak download requirements," he said.

"GameShadow provides one of the best gaming experiences for enthusiasts worldwide," said George Meek, vice president, Europe at Limelight Networks. "By choosing Limelight, they can now enjoy the benefits of leveraging the most powerful CDN platform, providing their customers with 24/7 access to the latest patches and updates for PC games."

About GameShadow

GameShadow is a recommendation service for PC gamers. Its core product automatically updates all of a user's games and graphics drivers, ensuring that the gamer always plays the best possible version of their games and they are getting the very best performance from the game and their hardware. GameShadow also recommends other content and products that are relevant to their individual game collections and their gaming interests. GameShadow currently supports over 1,900 games with content ranging from patches to demos, movies and mods, as well as paid-for content such as expansion packs, full games and merchandise. For more information, go to www.gameshadow.com.

About Limelight Networks

Limelight Networks is a high performance content delivery network for digital media, providing massively scalable, global delivery solutions for on-demand and live Internet distribution of video, music, games, software and social media. Limelight Networks' infrastructure is optimized for the large object sizes, large content libraries, and large audiences associated with compelling rich media content. Limelight is the content delivery network of choice for over 1,000 companies, including many of the world's top Internet, media and entertainment companies, including Microsoft Xbox LIVE, Sony Playstation 3, Akimbo, Amazon Unbox™, Belo Interactive, Brightcove, "BuyMusic" @ Buy.com, DreamWorks, LLC, Facebook, FOXNews.com, IFILM, ITV Play, MSNBC.com, NC Interactive and Valve Software. For more information, visit <http://www.llnw.com>.

SOURCE Limelight Networks

CONTACT:

US - Kristen Leon

+1-415-547-7027

kristenl@waggeneredstrom.com, or

UK - Kirsten Potter

+44 (0) 20 7632 3839

kpotter@waggeneredstrom.com

both of Waggener Edstrom Worldwide for Limelight Networks;

or Nicholas Lovell of GameShadow

+020 7170 4087

nicholas@gameshadow.com