



Limelight Networks and Broadcast Interactive Media Sign Multi-Year Content Management Deal for Web and Mobile

Four Newly Launched Sites Develop Premium Web Presence With Advanced Mobile Services

TEMPE, Ariz., April 17, 2012 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](#) (Nasdaq:LLNW) today announced that it has signed a multi-year reseller agreement with [Broadcast Interactive Media \(BIM\)](#) for [Limelight Dynamic Site Platform \(LDSP\)](#) services. The news marks a renewal of Limelight's long-running professional partnership with BIM, and provides BIM's broadcast customers with advanced web content management tools, including the latest iteration of [Limelight Dynamic Site Platform for Mobile](#). For more information on this partnership and a demo of Limelight's mobile publishing solution, press can attend NAB Newsroom, room N242, on Tuesday, April 17th at 10:00 a.m. PDT.

Whether operating in a single market, or managing affiliates across the country, broadcasters everywhere need efficient ways to manage, publish and monetize content online. By combining a best-in-class content management system with proven advertising and video solutions, Limelight and BIM have created a unique package of services designed specifically for the broadcast industry. The joint services enable media companies to build a premium web presence in any market with customized websites that include the latest features — from embedded video to social networking integration — and help broadcasters extend their reach to mobile audiences.

BIM customers can also leverage the latest version of Limelight Dynamic Site Platform for Mobile, which can now automatically detect the specific device a consumer is using and deliver the best content experience for that user request. The experience includes customized layouts for different devices, and targeted use of rich media depending on a device's screen size, processing power and mobile operating system. With template-based publishing, Limelight makes it easy for broadcasters to create different site versions that all pull content from a single repository. Alternatively, Limelight can also redirect mobile users to a generic "m-dot" domain if a customer already has a mobile-optimized site in place.

"BIM is extremely pleased to extend our partnership with Limelight to integrate their industry-leading Dynamic Site Platform into our portfolio of solutions for broadcast clients," said Timur Yarnall, Co-founder and CEO of Broadcast Interactive Media. "Since acquiring its core WCM capabilities last year, Limelight has continued to invest in the content management system to ensure that it offers TV stations a powerful and secure mobile, video, and web publishing environment."

In addition to continually adding new features to LDSP, Limelight offers value to broadcasters through its underlying content delivery platform, and its easy-to-use publishing workflow. Because traffic on broadcast sites can be driven unexpectedly by breaking news and weather events, media companies in particular need websites that can support an influx of visitors without slowing down page loads. Broadcasters depend on site availability and performance to maximize audience reach and monetization. Meanwhile, a logical, unified workflow allows reporters and other content developers to publish content quickly and effectively. The result is more page views, and more audience engagement.

Chuck Dunning, Vice President and General Manager at XETV in San Diego, and a customer of BIM, noted, "BIM's publishing model aligns well with our continuing commitment to serve San Diego viewers' needs by allowing staff to react quickly to breaking news, community priorities and advertiser requests."

Some of the value-add services BIM has incorporated into its industry solutions include BIMLocal Digital Network, which helps broadcasters maximize revenue with national ad placements, and BIMVid, which offers a set of web-based, video management tools, including features that allow publishers to stream live video, and capture on-air video broadcasts.

Customers using integrated services from BIM and Limelight Networks include NBC-owned television stations, Fisher Communications, Telemundo Station Group, Belo Television Group and Granite Broadcasting Corporation. Recently launched or renewed customer sites include: Bay City Television's XETV, a CW affiliate in San Diego; Weigel Broadcasting Co.'s WDJT, a CBS affiliate in Milwaukee and WBND, an ABC affiliate in South Bend, Indiana; Telemundo Puerto Rico; Max Media's KTMF/KWYB, an ABC affiliate in Montana; and UC Daily News.

About Broadcast Interactive Media

Broadcast Interactive Media (BIM) is a leading digital ad network and data services provider of revenue and technical solutions to online publishers and remains a trusted resource for hundreds of local broadcasters and media sites worldwide. Core products are the BIMLocal Digital Network, MediaStar Suite, TitanTV Data Services, and the BIMVid video CMS. Customers

include ABC, Belo Television Group, Capitol Broadcasting, CBS Television, Fisher Communications, Fox Television, Gannett Broadcasting, Hearst-Argyle, NBC Owned Television Stations, Scripps-Howard and the Telemundo Station Group. BIM is based in Madison, WI with offices in New York City, Los Angeles, CA, Cedar Rapids, IA and Austin, TX.

About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) is a trusted provider of integrated cloud-based applications that leverage Limelight's scalable, high-performance, global computing platform. We give organizations whose Internet, mobile, and social initiatives are absolutely critical to their success a complete solution to upload, manage, publish, monetize, accelerate, and analyze their online and mobile content. The Limelight team of experts and end-to-end offering allow customers to streamline all of the processes throughout the content lifecycle and optimize the performance of content across all channels — empowering them to quickly and cost-effectively orchestrate a successful digital presence that improves brand awareness, drives revenue, and enhances customer relationships. For more information, please visit www.limelight.com or follow us on Twitter at www.twitter.com/llnw.

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