



## Limelight Networks Chosen by PSA Peugeot-Citroen to Maximize Site Performance

### Limelight Accelerate Rises to the Challenge of Ensuring That Over One Million Dynamic Variations From the Car Configuration Pages Are Displayed Immediately

TEMPE, Ariz., May 2, 2012 (GLOBE NEWSWIRE) -- Limelight Networks, Inc. (Nasdaq:LLNW) today announced that [Limelight Accelerate](#) has been successfully implemented by the PSA Peugeot Citroën family of websites. PSA Peugeot Citroën, the French manufacturer of automobiles and motorcycles sold under the Peugeot and Citroën brands, is the second-largest Europe-based automaker and the eighth-largest in the world as measured by 2011 unit sales. Implementation of Limelight Accelerate has enabled PSA to realize significant cost efficiencies while providing a faster and more reliable experience for website visitors.

"We needed a solution that would ensure that dynamic results from our [configuration pages](#) display immediately in order to reduce abandonment rates and increase page views and conversion rates," states Laurence Durand, the Internet Project Manager at PSA Peugeot Citroën. "Limelight exceeded our expectations, delivering the best results in performance testing. What's more, the French sales and global development teams at Limelight helped create a rich and collaborative relationship, demonstrating responsive professionalism and the depth of technical expertise that we required."

PSA websites such as [www.peugeot.com](http://www.peugeot.com) and [www.citroen.com](http://www.citroen.com) boast rich multimedia content, including an automobile configuration tool that allows customers to mix-and-match colors, features, and accessories for a range of models within both brands. Over one million dynamic variations are possible from these configurations and must be efficiently displayed to website visitors from around the world.

Limelight Accelerate — the Limelight version of what is more commonly referred to as Dynamic Site Acceleration — significantly speeds whole website delivery by leveraging Limelight's high-performance global computing platform. This globally distributed platform enables a highly reliable, direct path to an originating server for static, dynamic, cacheable or uncacheable content by routing content requests over Limelight's [multiple, private fibre optic routes](#) rather than the often-congested public Internet. A video demonstration of [Limelight Accelerate can be viewed here](#).

"Improving page loads by even a fraction of one second can dramatically affect a company's bottom line," states George Fraser, Vice President, International Markets, Limelight Networks. "By leveraging Accelerate, PSA Peugeot Citroën can turn website visitors into active participants within milliseconds of landing on its pages, resulting in longer site visits and increased conversions."

#### About PSA Peugeot Citroën

With its two world-renowned brands, Peugeot and Citroën, the Group sold 3.5 million vehicles worldwide in 2011, out of which 42% outside Europe. As Europe's second largest carmaker, it recorded sales and revenue of more than €59.9 billion in 2011. PSA Peugeot Citroën has sales offices in 160 countries. In 2011, the Group dedicated more than €2 billion to research and development, especially in new energies. Its activities also are involved in financing activities (Banque PSA Peugeot Citroën Finance), logistics (Gefco) and automotive equipment (Faurecia). More information can be found at <http://www.psa-peugeot-citroen.com>

#### 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](http://www.limelight.com) or follow us on Twitter at [www.twitter.com/llnw](http://www.twitter.com/llnw).

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