



mgMEDIA Selects Limelight Networks(R) Media Delivery Services to Provide Platform for OTT Multi-Device Distribution

Run on Limelight's Media Delivery Backbone, mgMEDIA's Over-the-Top Offering Features Four-Screen Technology, With Content Monetization Provided by Advertising Aggregator Revosphere

LAS VEGAS, April 13, 2011 (GLOBE NEWSWIRE) -- Limelight Networks, Inc. (Nasdaq:LLNW) today announced mgMEDIA chose Limelight's media delivery services to provide an underlying platform for its over-the-top (OTT), global multi-device distribution. The multi-device platform Open4Content is a four-screen solution that allows the creation of video clubs and other services that can be enjoyed on all devices, including TVs with Internet connection, tablets, smartphones and PCs.

As one of the leading global computing platforms, Limelight Networks offers a worldwide network and connections to more than 900 last-mile networks for media delivery for the solution.

"Limelight is pleased mgMEDIA chose us to provide the underlying media delivery services for their OTT Solution," said David Hatfield, SVP Global Sales and Marketing, Limelight Networks. "By working together, we give the broadcasting community access to the first end-to-end solution for OTT, an important milestone in successfully delivering OTT content to users worldwide."

Open4Content offers customers and end-users a valuable one-stop solution for their OTT needs. The package enables customers to focus on their core businesses and addresses every part of the OTT value-chain, including encoding/transcoding, digital rights management, delivery through consumer electronics manufacturers' connected devices, connectivity and storage and advertising aggregation. The solution offers customer end-users the ability to enjoy their OTT content on demand from any device, any time.

"We are very happy to offer the first one-stop OTT solution in the digital content delivery ecosystem," said Jeronimo Macanas, CEO, mgMEDIA. "Broadcasters, TV networks, Telcos/ISPs and other entertainment companies will now have the opportunity to develop their integrated over-the-top strategies powered by the flexible digital package we are offering the market."

"In Samsung Spain, we decided to go one step ahead, complementing our unique offering of equipment and devices with an 'on demand' content access where our users could choose where and how to enjoy their content," said Javier Alvira, Senior Manager, Corporate Strategy at Samsung Electronics Spain. "That is why we committed to work together with our partner mgMEDIA, who helped us to realize with Samsung Movies the promise of the easy access to quality content through the four screens: tablets, smartphones, TV and web."

Revosphere, the ad network aggregator, will offer ad network services to enable broadcasters and content providers to monetize content in the OTT networks served by the solution. The company's approach to online ad results delivers the right ad to the right demographic target in key global markets for online media content, playing a crucial role in the growth of its customers.

"Revosphere is pleased to take part in this important OTT solution by working with Limelight and mgMEDIA and providing key integration resources," said Scott Cardoza, President and Chief Strategy Officer, Revosphere. "Monetizing the OTT investment is important to broadcasters, content providers and owners."

About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) provides solutions that enable business and technology decision makers to profit from the shift of content and advertising to the online world, the explosive growth of mobile and connected devices, and the migration of IT applications and services into the cloud. Over 1800 customers worldwide use Limelight's massively scalable software services to engage audiences, enhance brand presence, analyze viewer preferences, optimize advertising, manage and monetize digital assets, and ultimately build stronger customer relationships. For more information, please visit <http://www.limelightnetworks.com> or follow us on Twitter at www.twitter.com/llnw.

About mgMEDIA

mgMEDIA is devoted to technology for digital content multi-device distribution. The Open4Content four screen platform is the company's focal product, offered in a SaaS (Software as a Service) model as house brand customizable for the digital

distribution of premium content. It also provides TV APP development services and strategic consultancy in the field of digital content distribution for Internet-connected devices. Established in 2010, the company is based in Madrid, Spain and has offices in San Francisco, California. For further information, please visit www.microgenesismedia.com or follow us on Twitter (@mgmedia_sl).

About Revosphere

Revosphere is revolutionizing online ad results. The unique Revosphere integration engine provides dynamic global online ad fulfillment for leading publishers and ad sources. Revosphere revolutionizes ad fulfillment through the use of unique, non-intrusive ad targeting and network integration capabilities. The revolution will be monetized! Revosphere is based in Phoenix, Ariz., with primary offices in San Francisco and London, UK.

Copyright (C) 2011 Limelight Networks, Inc. All rights reserved. All product or service names are the property of their respective owners

CONTACT: Media Contact:

Leah Gladu

678.820.8191

lgladu@llnw.com

Media Contact:

Heather Miller

215-867-8600 x239

media@llnw.com