



## Limelight Video Platform Supports Adobe Pass for TV Everywhere

### Limelight Video Platform Integrates Adobe's Technology to Give Premium Content Programmers and Cable Operators a Simple Method for Delivering Video Content to Subscribers on All Web-Enabled Devices

TEMPE, Ariz., March 23, 2011 (GLOBE NEWSWIRE) -- [Limelight Networks](#), Inc. (Nasdaq:LLNW) today announced that Limelight Video Platform now supports Adobe® Pass for TV Everywhere, a secure and user-friendly authentication tool that allows consumers who subscribe to cable providers to easily access premium content previously only available via paid TV.

Adobe Pass, fully integrated with Limelight Video Platform, provides content producers the ability to offer premium content securely across multiple Internet-based platforms, including mobile devices, tablets, connected televisions and desktop computers.

"With our latest certification as an Adobe Pass Enablement Partner, Limelight is uniquely positioned to offer cable TV and premium channel providers seamless, end-to-end capabilities for working with Adobe tools across the entire content value chain, from delivery services to video player to monetization solutions," said Alexander Castro, Vice President and General Manager, Limelight Video Platform Solutions. "We're pleased to extend our relationship with Adobe, as we believe it's a game-changer for the way video content can be consumed and monetized across a variety of devices."

Limelight offers Adobe Pass as a fully integrated solution, ensuring no additional integrations are necessary for pay TV distributors streaming video through the player. Subscribers simply sign in and Adobe Pass verifies their right to the content, which remains secure, providing a hassle-free experience for both users and cable providers.

"We are redefining the way content is delivered online, to usher in a new era of TV Everywhere for consumers while ensuring compelling revenue streams for content owners and cable operators," said Pritham Shetty, Vice President of Video Solutions at Adobe. "The powerful combination of Adobe Pass and the cloud-based Limelight Video Platform will enable access to premium content on virtually any web-enabled device, including Mac and Windows platforms, Android, Blackberry and iOs. As demand for TV Everywhere grows, we believe the Adobe Pass ecosystem is a vital piece to fostering sustained loyalty and growth to pay TV services on emerging channels."

Adobe Pass is player and platform agnostic, allowing the playback of video content on Flash Player, Silverlight or HTML5.

#### 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 that engage audiences, enhance brand presence, analyze viewer preferences, optimize advertising, manage and monetize digital assets, and ultimately help build stronger customer relationships. For more information, please visit <http://www.limelightnetworks.com> or follow us on Twitter at [www.twitter.com/llnw](http://www.twitter.com/llnw).

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

CONTACT: Media Contacts:

Limelight Networks:

Leah Gladu

678.891.1806

lgladu@llnw.com

Heather Miller

215.867.8600 x239

media@llnw.com