



## **New Bell Content Delivery Network service enhances the way Canadians experience high-definition videos over the Internet**

Montréal, October 8, 2009 – Bell today announced the Bell Content Delivery Network (CDN) managed service that enables business customers to offer significantly faster content delivery to all Internet users without increasing their infrastructure costs. The Bell CDN is an exclusive partnership between Bell Canada and Limelight Networks® to provide CDN service to the Canadian marketplace.

“Combining our leading-edge infrastructure and IP network with Limelight’s global capacity, the Bell CDN service is more efficient and faster because of its scalability and reliability,” said Stéphane Boisvert, President, Bell Business Markets. “Customers can reduce network latency, enhance website capacity, improve reliability and increase delivery speeds of the most bandwidth-intensive applications at lower cost, while reducing the load on their network.”

Higher speed, greater scalability

This is the first CDN service in Canada over a dedicated, network-based IP infrastructure. The Bell CDN uses Limelight’s software platform over Bell’s IP network, infrastructure, and data centres in Canada. For global coverage, the Bell CDN integrates directly into Limelight’s global network of data centres, interconnected by a dedicated fibre-optic backbone providing higher, more reliable speed and greater end-user scalability.

The websites associated with Astral Media’s television networks – such as [family.ca](http://family.ca), [themovienetwork.ca](http://themovienetwork.ca) and [superecran.com](http://superecran.com) – will be among the first clients to use the Bell CDN to deliver and monetize video content online. “Video streaming is a key feature of our websites and we see great benefit in a service that can efficiently deliver video content online without the need to increase server and network infrastructure overhead,” said Barbara Bailie, Director, Interactive for Astral Television Networks.

Guaranteed 100% availability

Bell CDN delivers an unparalleled experience with all forms of content including High Definition (HD), regardless of the volume of Internet traffic. The fully redundant architecture dynamically distributes content to strategically placed core, fallback and edge servers to ensure 100% availability, even in the event of large power, network or hardware outages.

The service includes global throughput of over 3 Tbps and edge connections using 10GigE technology for high capacity content delivery to end users, thus avoiding any public Internet congestion. It also provides advanced reporting logs and statistics to assess content popularity, active regions and exact viewing details.

“This exclusive, strategic partnership brings together Bell’s market-leading IP network and deep relationships within the Canadian marketplace with our proven content delivery technology and expertise. Together, we are offering Canadian businesses a truly differentiated service built upon the success and knowledge base of both companies,” said David Hatfield, Senior Vice President, Limelight Networks Inc.

As well, utilizing Limelight’s proprietary technology, the Bell CDN offers innovative device-detection, mobility and adaptive-streaming technology enabling customers to create a seamless experience for end users regardless of what device they are using.

About Bell

Bell is Canada’s largest communications company, providing consumers and business with solutions to all their communications needs, including Bell Mobility wireless, high-speed Bell Internet, Bell TV direct-to-home satellite television, Bell Home phone local and long distance, and IP-broadband and information and communications technology (ICT) services. Bell is proud to be a Premier National Partner and the exclusive Telecommunications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games.

Bell is wholly owned by BCE Inc. (TSX, NYSE: BCE). For information on Bell’s products and services, please visit [bell.ca](http://bell.ca). For corporate information on BCE, please visit [bce.ca](http://bce.ca).

Safe-Harbor Statement

This press release contains forward-looking statements concerning the company's operations and use of acquired technology and intellectual property. Forward-looking statements are not guarantees and are subject to a number of risks and uncertainties that could cause actual results to differ materially including, risks associated with the integration of acquired business operations and other risks described in the company's quarter report on Form 10Q and other periodic reports filed with the Securities and Exchange Commission. The Company assumes no duty or obligation to update or revise any forward-looking statements for any reason

#### About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq: LLNW) is trusted by the world's most innovative enterprise, entertainment, technology, and software brands to improve the performance and profitability of web sites and end-user experiences. Our scalable, on-demand managed infrastructure solutions provide global reach and consistently high availability, by routing traffic over a private fiber-optic backbone rather than through the often-congested, unpredictable public Internet. For more information, visit our web site (<http://www.limelightnetworks.com>), read our blog (<http://blog.llnw.com>), or follow @llnw on Twitter.

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