



## **Limelight Networks Announces Its PCI Compliant Secure Commerce Accelerator Service to Help Online Retailers Reduce Costs, Mitigate Risks, and Drive Brand Loyalty**

### **Solution Complies With the Payment Card Industry Data Security Standard (PCI-DSS) and Accelerates Secure Ecommerce Credit Card Transactions**

PALM DESERT, Calif., Feb. 23, 2011 (GLOBE NEWSWIRE) -- Limelight Networks, Inc. (Nasdaq:LLNW) today announced the upcoming availability of its PCI compliant Secure Commerce Accelerator service for companies performing transactions online. The solution accelerates ecommerce sites and transactions while enabling secure delivery of personal credit card information over Limelight's PCI compliant network infrastructure. Retailers providing accelerated, secure transactions along with a seamless, rich end user experience increase customer trust, improve brand loyalty, and significantly reduce transactional fees.

The Secure Commerce Accelerator solution includes:

- Faster performance for both static and highly interactive site content
- Secure delivery using VeriSign branded secure socket layer (SSL) certificates, now part of Symantec
- Secure delivery over PCI compliant infrastructure

"With online retail growing at double digit rates, it's becoming more critical for retailers to offer secure online transactions," states David Reinfeld, General Manager, Website Acceleration Services, Limelight Networks. "At the same time, those determined to outpace the competition must also provide the rich and personalized content that consumers now expect, without sacrificing site speed and performance. Now, retailers have a choice on the secure platform they want to leverage to help them meet these demands and to help them achieve PCI compliance. Limelight's PCI compliant Secure Commerce Accelerator solution allows retailers to maximize performance of rich, dynamic sites while also ensuring that online transactions are held to the highest security standards, helping them build consumer trust and brand loyalty online."

The PCI Data Security Council, founded by American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa Inc., is responsible for developing PCI-DSS, which lays out the requirements for protecting consumer credit card information. Retailers who do not comply with these standards increase their exposure to threats and as a result may face higher processing fees from credit card companies. Retailers can utilize Limelight's PCI compliant service as part of their overall PCI compliance plan and to mitigate security risks associated with their delivery platform.

Limelight is working with VeriSign, the leading provider of the most trusted solution for online security, to develop their security measures, including tokens and SSL certificates.

In addition to providing secure delivery, Limelight's PCI compliant Secure Commerce Accelerator allows retailers to better balance a richer end user experience with overall site performance. The service maximizes the delivery of dynamic site content such as transactions and shopping carts, as well as personalized pages and other highly interactive content. Through Limelight's reliable global infrastructure, Secure Commerce Accelerator can amplify the effectiveness of customer-owned infrastructure and increase the availability of storefronts during peak usage periods. Retailers employing the solution can consistently and quickly provide end users with engaging sites and secure transactions regardless of site traffic or end user location.

Limelight's PCI compliant Secure Commerce Accelerator will be available mid-April 2011.

#### **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 1600 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](http://www.twitter.com/llnw).

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