



Limelight Networks Optimizes eTail Attendees' Websites With Limelight Accelerate

Limelight Networks CEO to Deliver Opening Remarks on First Day of Conference

TEMPE, Ariz., Feb. 27, 2012 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](http://www.limelight.com) (Nasdaq:LLNW) today announced that it has proactively optimized the websites for most of the retailers attending eTail Palm Springs. Retailers who visit Limelight's booths, #13 and #14, can see a live demonstration of Limelight Accelerate in action on their own websites.

"We are delighted to showcase Limelight Accelerate on eTail attendees' own websites, and to show them the speed and user engagement benefits of managing their digital presence on the Limelight platform," said Limelight CEO Jeff Lunsford, who will deliver the Chairperson's Opening Remarks to eTail's Palm Spring 2012 Conference at 9:00 am on Tuesday, February 28th.

On Monday, February 27th at 9:10 am PT, Peter Spiliakos, Group VP of Enterprise Sales at Limelight, will deliver the Chairperson's Opening Remarks for the Content Management, Monetization & Online Video Summit. Also that day, Stephen Condon, VP of Global Marketing Communications at Limelight, will moderate two panels: "Increasing Conversion And Generating An ROI Using Online Video" at 10:30 am PT and "10 Ways To Increase Customer Engagement In Today's Digital World" at 12:15 pm PT.

Each year, an increasing number of consumers are making considerably more purchases from their desktops and mobile phones, and at the same time, their expectations for speedy, rich, personalized shopping experiences are rapidly growing. Limelight Networks helps retailers meet the demands of today's hyperconnected consumers, enabling them to reduce site abandonment, drive conversions, and increase overall brand affinity across multiple selling channels.

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. Our worldwide customers 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 www.limelight.com or follow us on Twitter at www.twitter.com/llnw.

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