



## Limelight Networks® Mobility Solutions Help Publishers Reach Next-Generation Tablet Devices

TEMPE, AZ, Mar 31, 2010 (MARKETWIRE via COMTEX) --Limelight Networks, Inc. (NASDAQ: LLNW) announced today that it will support high-performance, media-rich content delivery to the Apple® iPad® device on day one of product availability. Customers of the Limelight REACH and Limelight ADS services will automatically have their mobile distribution and monetization services updated for the new device, enabling them to present a brilliant and properly formatted media experience to purchasers of the widely anticipated tablet.

"Whether it's the iPad, the next big Android launch, or another new, still-unknown Internet-connected device, Limelight Networks' intelligent software and global infrastructure is already in place to help customers create and monetize targeted, on-device experiences," said Bill Loewenthal, general manager, Mobility and Monetization Solutions, Limelight Networks, Inc.

Mobile solutions from Limelight Networks combine device-optimized targeting with media-grade network scale and reliability. The services simplify mobile publishing by unifying multiple content types through a single Universal URL. Behind the scenes, intelligence built into the company's XD Platform ensures that publishers' media files are encoded correctly for almost any mobile or tablet display, and then delivered over the appropriate protocol to the device. This means content will play through HTML5 capable browsers, and also through other on-device applications such as widgets or media players. The technology is invisible to the end-user, presenting a brilliant experience on any device, at any time.

In addition to delivery, Limelight Networks will help publishers monetize their iPad content beginning on launch day. Through Limelight ADS, content publishers can maintain their existing advertising workflows while extending ad delivery to almost any new device.

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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