



Mellanox Announces New Pricing Structure, Enabling 10 Gigabit Ethernet for Worldwide Data Center Adoption Today

Mellanox 10GbE Products Primed for Upcoming Intel Romley/Sandy Bridge with PCI Express 3.0 Launch

SUNNYVALE, Calif. & YOKNEAM, Israel --- (BUSINESS WIRE)-- Mellanox® Technologies, Ltd. (NASDAQ: MLNX) (TASE: MLNX), a leading supplier of high-performance, end-to-end connectivity solutions for data center servers and storage systems, today announced a new pricing structure and expanded channel for its high-performance line of [end-to-end 10 Gigabit Ethernet \(10GbE\) solutions](#). Analysts are predicting significant movement towards 10GbE in 2012, particularly with the upcoming launch of the Intel Romley and Sandy Bridge with PCI Express 3.0 platform. Mellanox's solutions provide end users with better application performance, lower power consumption and lower cost vs. offerings currently available from other Ethernet vendors.



With the launch today of the new pricing structure, Mellanox's 10GbE price/port for switches and adapters are significantly below current industry averages:

	Description	Recommended End User Price
Mellanox SX1016	1u, 64 port 10GbE switch	\$188 per port
Mellanox SX1036	1u, 64 port 10GbE, 36 40GbE switch	\$257 per port
Mellanox ConnectX-3 EN	2 port 10GbE host adapter	\$390 per card

According to Crehan Research, currently there are almost 170 million data center and server-class ports installed for 1GbE worldwide and about 25 million ports for 10GbE; 10GbE currently accounts for just 13 percent of all those installed Ethernet ports. In 2012, Crehan Research expects 10GbE to increase to 37 percent of the total annual market shipments.

"In 2012, we expect to see a significant increase in the number of 10GbE deployments, with it becoming the dominant and de facto data center network connection by 2014," said

Mellanox ConnectX-3 EN 10GbE NICs deliver industry-leading Ethernet connectivity for performance-driven applications, and at 1.9w/port does it with less than half the power of the other brands. Applications across a variety of markets achieve significant throughput and latency improvements resulting in faster access, real-time response and more users per server. (Photo: Business Wire)

Seamus Crehan, president, Crehan Research. "Price declines, such as the ones announced today from Mellanox, will help drive volume adoption."

Mellanox has also expanded its Ethernet offering via its worldwide network of channel and distribution partners including Altima, Avnet, Colfax Direct, DSccon, Hammer PLC, SAMboo Systems, Servants, SysOne, Tech Data, and others. A complete listing of Mellanox Authorized Distributors is available at www.mellanox.com/ethernet/buy.

"The launch of the Intel Romley and Sandy Bridge platform in the coming months is going to give the industry a strong push towards faster interconnect speeds," said Eyal Waldman, chairman, president and CEO of Mellanox Technologies. "For data center managers, 10GbE is the minimum data rate they should be considering for all deployments this year. Mellanox products and solutions are delivering 10GbE and higher data rates today — providing better application performance, lower power consumption and improved ROI."

10GbE Webinar: January 30, 2012

Mellanox also today announced a new educational webinar taking place January 30 from 8:00am-9:00am PST. The webinar will include detailed 10GbE market data presented by Crehan Research, including adoption trends, forecasted market growth and an overview of Mellanox end-to-end 10GbE solutions. The webinar will also be held in Chinese on Thursday, February 9 from 10:00am-11:00am China Standard Time. For more information and to register, please visit www.mellanox.com/ethernet/register.

Supporting Resources:

- Register for [Mellanox 10GbE Webinar](#)
- Learn more about [Mellanox's complete end-to-end 10GbE solution](#)
- Follow Mellanox on [Twitter](#) and [Facebook](#)

About Mellanox

Mellanox Technologies (NASDAQ: MLNX) (TASE: MLNX) is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services. More information is available at www.mellanox.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995:

All statements included or incorporated by reference in this release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry and business, management's beliefs and certain assumptions made by us, all of which are subject to change.

Forward-looking statements can often be identified by words such as "projects," "anticipates," "expects," "intends," "plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions and variations or negatives of these words. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.

The risks and uncertainties that could cause our results to differ materially from those expressed or implied by such forward-looking statements include the continued expansion of our product line, customer base and the total available market of our products, the continued growth in demand for our products, including our 10 Gigabit Ethernet solutions in 2012 and beyond, the continued, increased demand for industry standards-based technology, the rate of deployment of 10 Gigabit Ethernet solutions in 2012 and beyond, the impact of our acquisition of Voltaire discussed herein on the Company's actual financial results, negative customer reaction to the acquisition, our ability to react to trends and challenges in our business and the markets in which we operate, our ability to anticipate market needs or develop new or enhanced products to meet those needs, the adoption rate of our products, our ability to establish and maintain successful relationships with our OEM customers, our ability to effectively compete in our industry, fluctuations in demand, sales cycles and prices for our products and services, our success converting design wins to revenue-generating product shipments, our ability to successfully integrate Voltaire's operations with our operation following the closing of the transaction, and our ability to protect our intellectual property rights.

In addition, current uncertainty in the global economic environment poses a risk to the overall economy as businesses may defer purchases in response to tighter credit conditions, changing overall demand for our products, and negative financial news. Consequently, our results could differ materially from our prior results due to these general economic and market conditions, political events and other risks and uncertainties described more fully in our documents filed with or furnished to the Securities and Exchange Commission.

More information about the risks, uncertainties and assumptions that may impact our business is set forth in our form 10-Q filed with the SEC on November 4, 2011, and our form 10-K filed with the SEC on March 7, 2011. All forward-looking statements in this press release are based on information available to us as of the date hereof, and we assume no obligation to update these forward-looking statements.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50140578&lang=en>

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