



NEWS RELEASE

Groupon Improves Online Customer Experience With Limelight Networks' Website Acceleration Services

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TEMPE, AZ -- (MARKET WIRE) -- 11/29/10 -- Limelight Networks, Inc. (NASDAQ: LLNW) today announced that Groupon is deploying Limelight's website acceleration services to maximize site performance and improve the online experience. After implementing these services in August 2010, Groupon instantly noticed a substantial increase in site speed -- a crucial factor to the success of their daily deals.

"Site speed is critical to our customer experience and online conversions," says Shinji Kuwayama, Director of Engineering, Groupon. "After evaluating several options, we found Limelight to have reliable, flexible services to meet our business needs. Since employing their solution, our performance has increased, and we look for more ways to use the service."

Launched in November 2008 in Chicago, Groupon is a deal-of-the-day website featuring geographically-specific deals from local merchants. If a certain number of consumers sign up for the offer, then the deal becomes available to all; conversely, if the minimum is not met, nobody gets the deal. Thus, small- to medium- sized local retailers inexpensively promote their businesses while consumers enjoy unique experiences at unbeatable prices. This platform is resonating well with retailers and consumers alike. In just two years, the company has expanded to nearly 300 cities and 31 countries. To meet increased demands and ensure the best online experience possible for their growing user base, Groupon turned to Limelight Networks.

Groupon's key goals are to maximize site performance on both the deal and confirmation pages. To boost site speed on the deal page, Limelight is caching content on their geographically distributed local servers. This includes

the deal page updater, which quantifies the number of deals sold every couple of minutes. By storing the updater physically close to each end user, Limelight's services have significantly improved the feature's performance.

Limelight is also helping Groupon maintain their secure checkout process by caching SSL content on the checkout page, which is the first transactional page consumers see when they choose to buy the deal. This faster checkout process is critical to delivering a successful online customer experience.

"Today's consumers expect websites to appear without any delays, and failure to meet this demand leads to site abandonment," notes David Hatfield, Senior Vice President, Limelight Networks. "Limelight's website acceleration services coupled with our massive private network infrastructure ensure ideal website performance regardless of site traffic or end user location. This enhanced user experience builds brands and increases sales for both Groupon and the local merchants providing the deal of the day."

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 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 <http://www.limelightnetworks.com> or follow us on Twitter at www.twitter.com/llnw.

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