



NEWS RELEASE

# Limelight Networks Enhances Game Performance and Delivery for Plarium's 90 Million Gamers Worldwide

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Plarium selects Limelight after company outperforms competitors in global RUM testing

TEMPE, Ariz.--(BUSINESS WIRE)-- **Limelight Networks, Inc.** ("Limelight") (Nasdaq:LLNW), a global leader in digital content delivery, today announced that Plarium Global Ltd has deployed the Limelight Orchestrate™ ("Orchestrate") Content Delivery and Cloud Storage platform to enhance the performance, reliability and experience of its online games – which are used by 90 million people worldwide and roughly three million gamers each day. Plarium selected Limelight after extensive and anonymous Real User Monitoring (RUM) testing in multiple regions across the world, in which Limelight significantly outperformed its competitors.

Plarium is dedicated to creating the best mobile and social experience for gamers worldwide and is consistently ranked among Facebook's top hardcore game developers. The company serves hardcore gamers, making it critical to have optimal game performance across several channels including the web, social and mobile. Any downtime or latency could impact Plarium's strong customer following, thus the company chose the Orchestrate platform to ensure they had the fastest and most reliable platform and support.

"It is not acceptable to our gamers for content to go offline, so we needed to be assured that the solution we chose was highly reliable," said Yair Pines, Head of IT at Plarium. "Limelight met and exceeded all of these criteria, and this makes my world much easier. The migration process was seamless, and the process of uploading new content is fast and simple, so our gamers get the performance they expect."

Since deploying the Orchestrate platform, Plarium's game load time has significantly decreased thereby improving the end-user experience. Additionally, they were able to scale operations and availability into new regions of the world to grow their business and increase their loyal customer base.

"Plarium serves a large group of devoted and passionate customers. Even the slightest decrease in performance or availability might affect its reputation," said Kirby Wadsworth, CMO at Limelight. "More importantly, high performance and availability helps differentiate Plarium in the eyes of this very demanding market. We're excited to be working closely with this industry leader to help them better engage and grow their online audience, and look forward to a long and successful partnership."

## About Limelight

Limelight Networks (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage digital audiences by enabling them to manage and deliver digital content on any device, anywhere in the world. The company's award winning Limelight Orchestrate™ platform includes an integrated suite of content delivery technology and services that helps organizations deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance customer relationships — all while reducing costs. For more information, please visit [www.limelight.com](http://www.limelight.com), read our [blog](#), and be sure to follow us on Twitter at [www.twitter.com/llnw](https://www.twitter.com/llnw).

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