



NEWS RELEASE

Limelight Presents at Video World Conference

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PHOENIX, Oct. 2, 2012 (GLOBE NEWSWIRE) -- **Limelight Networks, Inc.** (Nasdaq:LLNW), a leader in digital presence management, will discuss best practices for delivering a powerful digital presence across all channels at this week's Video World Conference October 3-5 in Austin, TX at the Austin Convention Center.

On Wednesday, October 3 from 1:30 pm to 2:15 pm CT, Jason Thibeault, senior director of marketing strategy at Limelight, will join a panel discussion titled "Delivering Optimal Quality Video Using Content Delivery Networks." He will share an analytical view of the impact of CDNs, and how the move to online content delivery has redefined entire industries such as broadcast networks, entertainment, publishing and advertising.

On Friday, October 5, from 10:00 am to 10:45 am CT, Thibeault will join a panel discussion titled "Reaching the Device Masses – Wired and Wireless," that will profile best practices in maintaining high quality and seamless viewing experiences within multiplatform content creation, delivery, management products and services.

With 36 million U.S. mobile phone users watching videos and the volume of videos watched across multiple screens growing to nearly 35 hours per week, companies are searching for seamless and powerful solutions for multi-channel content delivery.

"Content publishing workflow must support this new kind of 'always on, always connected' consumer behavior," said Thibeault. "Enabling consistent user experience across multiple channels is now table stakes for companies. Limelight's integrated suite of cloud-based services and powerful CDN offers a unified platform for delivering digital presence across all channels from one intuitive user interface. Our Orchestrate Digital Presence Platform automatically optimizes Web and video content for specific devices and troubleshoots variances in geographic

capabilities of CDNs to ensure optimal viewing experiences for higher-quality video, simplifying workflow and ensuring brand consistency."

About Limelight Networks

Limelight Networks, Inc. (Nasdaq:LLNW) is a global leader in Digital Presence Management. Limelight's Orchestrate Digital Presence Platform is an integrated suite of cloud-based Software as a Service (SaaS) applications, which allows organizations to optimize all aspects of their online digital presence across web, mobile, social, and large screen channels. Orchestrate leverages Limelight's scalable, high-performance global network to offer advanced features for: web content management; website personalization; content targeting; online video publishing; mobile enablement and monetization; content delivery; transcoding; and cloud storage – combined with social media integration and powerful analytics. Limelight's team of digital presence experts helps organizations streamline processes and optimize business results across all customer interaction channels to deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance their customer relationships – all while reducing costs. For more information, please visit www.limelight.com.

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