



NEWS RELEASE

Limelight Supports LiveExercise's Launchpad Project

6/16/2014

Video delivery used to make healthy living affordable and accessible for all

TEMPE, Ariz.--(BUSINESS WIRE)-- **Limelight Networks, Inc.** ("Limelight") (Nasdaq:LLNW), a global leader in digital content delivery, today announced its support for "**The Launchpad Project**" a body positive movement focusing on education, exercise, nutrition and mental health produced by Limelight customer, **LiveExercise**.

"Limelight is a fantastic video delivery platform that we use every day at LiveExercise," said Blake Kassel, CEO at LiveExercise. "We are pleased that they believe in making the world better through the power of video and this is a cause they want to support." LiveExercise has been using Limelight Orchestrate™ ("Orchestrate") Video to power their online video content and allow them to connect live with their global audience, giving them speed to market, video quality, and flexibility they need to publish content from anywhere.

The Launchpad Project was established to fight obesity, a critical health issue we all face as a society. LiveExercise is an online health and fitness community dedicated to making healthy living affordable, approachable, and accessible for all body types, ages, income levels, and locations. The project is being funded through Indiegogo and runs from now until July 13, 2014. Limelight will match donations up to \$5,000.

"Delivering a flawless video experience is critical for a company like LiveExercise who needs to engage their online audience and build strong relationships with their customers," said Kirby Wadsworth, Limelight's Chief Marketing Officer. "As a socially responsible company, we are helping to support this worthwhile project and are happy to be working with Blake and his team to help them deliver on their mission to improve lives across the world."

Limelight is one of the world's largest content and video delivery networks, connected directly to hundreds of user access networks around the world. Orchestrate Video enables customers like LiveExercise to deliver excellent video experiences to their global audience. For more information on Orchestrate Video, visit <http://www.limelight.com/services/orchestrate-video.html>.

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, read our [blog](#), and be sure to follow us on Twitter at www.twitter.com/llnw.

About LiveExercise

Launched in 2009 by successful fitness entrepreneur Blake Kassel, **LiveExercise.com** is the market leader for convenient and affordable online home workouts. **LiveExercise.com** has something for the whole family, from Yoga and Toning to Muscle Building, Cardio, Treadmill and Sports-specific shows such as MMA (Mixed Martial Arts) training. **LiveExercise.com** caters to all fitness levels, from absolute beginners to seasoned athletes, enabling you to work out on your own time and in the comfort of your own home.

For press inquiries:

famaPR on behalf of Limelight Networks

Ted Weismann, 617-986-5009

limelight@famapr.com

Source: Limelight Networks, Inc.