



NEWS RELEASE

Lonely Planet Selects Limelight Networks for Launch of Lonelyplanet.tv

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TEMPE, Ariz., Sept. 5 /PRNewswire-FirstCall/ -- Limelight Networks (Nasdaq: LLNW), a leading content delivery network (CDN) for digital media, today announced that Lonely Planet, a trusted source of independent travel information for more than 30 years, has selected Limelight's advanced CDN service to drive its new lonelyplanet.tv travel video channel, offering original travel programming over the Internet for its worldwide community of travel enthusiasts. Lonely Planet selected Limelight's CDN solution because of its platform's ability to accommodate Lonely Planet's ever-expanding library of digital media and to reliably deliver a high-quality user experience to lonelyplanet.tv contributors and viewers throughout the world.

"Choosing Limelight's content delivery network has proven to be a smart business decision for our roll-out of lonelyplanet.tv," said Sohail Dahdal, digital manager at lonelyplanet.tv. "We looked at all the different streaming services and found that Limelight was best-equipped to accommodate our future growth. Limelight's infrastructure allows sites such as ours to rapidly grow and develop as user needs evolve."

The lonelyplanet.tv Web site went live in April with six channels and more than 75 videos. The site has since grown exponentially to encompass more than 1,600 videos, and it has become a popular destination for world travelers who view it as a resource for both information and entertainment. The new online video network, which showcases user-created videos as well as original documentaries produced by Lonely Planet Television, has quickly become an engaging online hub where viewers can share their travel adventures by uploading 3- to 5-minute videos from a computer, cell phone or Web cam.

Limelight enables lonelyplanet.tv to provide a compelling high-quality video experience to the more than 160,000 and growing globetrotters that visit lonelyplanet.tv each month by maintaining performance levels as traffic, file size and content collections increase. As social networking sites continue to expand, Limelight is helping companies like Lonely Planet utilize video to enhance their sites and bring individuals with common interests together through creating and sharing of online media. "Our community is very dedicated and interactive. There are a lot of great forums happening on our Web site," said Dahdal.

"Lonelyplanet.tv is a striking example of how companies are taking advantage of the Internet to build communities that cross all geographic borders, literally in this case, for global travelers," said Matthew H. Sturgess, vice president of Asia-Pacific at Limelight Networks. "Limelight's CDN platform was designed specifically to deliver the rich digital content that has become a hallmark of social media. Our technology and services provide companies like Lonely Planet with the highest-quality user experience and most reliable delivery of their entire content library -- from the most popular to the most obscure -- with the same performance, from anywhere in the world."

About Lonely Planet

Established in 1973, Lonely Planet is the world's leading independent travel media company. With operations in Melbourne, London and the San Francisco Bay Area, Lonely Planet employs over 400 staff worldwide. Lonely Planet travel information is available across all media and boasts a product range that includes travel guides, a multi award-winning website (LonelyPlanet.com) and video, with flagship TV series like 'Lonely Planet Six Degrees' screening in over 150 countries worldwide (for more information check out <http://www.lonelyplanet.tv/about.aspx>).

About Limelight Networks

Limelight Networks is a high-performance content delivery network for digital media, providing massively scalable, global delivery solutions for on-demand and live Internet distribution of video, music, games and social media. Limelight Networks' infrastructure is optimized for the large object sizes, large content libraries, and large audiences associated with compelling rich media content. Limelight is the content delivery network of choice for more than 850 of the world's top media companies, including Akimbo, Amazon Unbox(TM), Belo Interactive, Brightcove, "BuyMusic" @ Buy.com, DreamWorks, LLC, Facebook, FOXNews.com, IFILM, ITV Play, Metacafe, MSNBC.com, MySpace, NC Interactive, Valve Software, Radio Free Virgin and Xbox Live. For more information, visit <http://www.llnw.com>.

SOURCE Limelight Networks

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