



## NEWS RELEASE

# Small World Labs Partners with Limelight Networks to Offer Complete Video Delivery Solution for Online Communities

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TEMPE, Ariz., Aug. 14 /PRNewswire-FirstCall/ -- Limelight Networks (Nasdaq: LLNW), a leading content delivery network (CDN) for digital media, today announced that it has partnered with Small World Labs Inc., a leading provider of online social networking software for corporations, organizations and associations. By employing Limelight's global CDN solution, Small World Labs' clients can take advantage of high-end video capabilities within their social and professional networks to create more compelling and reliable online communities.

"With Limelight's CDN on board at Small World Labs, our customers now have access to an extensive infrastructure for the rapid delivery of user-generated video," said Michael Wilson, co-founder and CEO of Small World Labs, based in Austin, Texas. "We're excited to partner with Limelight on a rich media solution that's sure to enhance the end-user experience on our customers' social and professional networks."

A recognized leader in the social networking space, Small World Labs has developed a robust and customizable software platform targeted to businesses and other organizations that seek to establish or expand an online community. The company's offerings are designed to help customers connect people and resources through features such as contacts, forums, e-mail, profile-based participation, ratings and reviews, knowledge sharing, user generated video, broadcast video, podcasting and photo galleries. A rapidly growing and diverse portfolio of customers worldwide such as Oracle, The American Cancer Society, Special Olympics and The Dallas Morning news have employed Small World Labs' solutions to bring the benefits of social networking in a number of applications, such as internal company networks, customer communities, alumni networks and association member networks.

At The Dallas Morning News, the Small World Labs platform is the foundation for a cutting edge, citizen journalism site, NeighborsGo.com, an online community focused on the various Dallas metropolitan area neighborhoods. Small World Labs enables users to post material to the site, such as photos, and video, as well as keep blogs, contribute to news stories, and communicate with other users who have similar interests.

"Small World Labs has been more than just a vendor to us on our project, they've been a partner. Video is an integral part of our users' experience on NeighborsGo.com and this upgrade is just what we were looking for," said Fran Wills, senior vice president of The Dallas Morning News Interactive.

"As social networks become pervasive and an integral part of the online community, Small World Labs is staying at the forefront of this trend by leveraging a global, massively scalable CDN platform that is uniquely optimized to deliver user generated content and rich media," said David Hatfield, senior vice president of worldwide sales and marketing at Limelight Networks. "The combination of Small World Labs' capabilities with Limelight's services enables customers to have an end to end solution that can quickly and easily capture the value social media can add to their business or organization."

#### About Small World Labs

Small World Labs provides social networking software and professional networking software to organizations looking to create online communities that are pertinent and targeted to their specific needs. Using best practices and a secure architecture, Small World Labs has developed a web-based software platform that enables corporations, publishers, associations, non-profits and other organizations to provide their own branded online communities. The company is headquartered in Austin, Texas, and currently counts more than 75 organizations and companies from across the U.S. and abroad as customers, including Oracle, CMP Information, The Dallas Morning News, Save the Children, Special Olympics, and the American Cancer Society. For more information, call (512) 474-6400 or visit <http://www.smallworldlabs.com>.

#### 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>.**

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