



NEWS RELEASE

## Telecom Provider Bestel Embraces Limelight Networks' Industry-Leading CDN and Complete Suite of Cloud-Based Services

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TEMPE, Ariz., April 12, 2012 (GLOBE NEWSWIRE) -- **Limelight Networks, Inc.** (Nasdaq:LLNW) announced today that Bestel, a leading telecommunications provider in Mexico, is launching Limelight's suite of integrated cloud-based applications under Bestel's DigiContent brand. Limelight's end-to-end integrated offerings will allow DigiContent customers to streamline all of the processes throughout the digital content lifecycle and optimize the content's performance across all channels, enabling them to quickly and cost-effectively orchestrate a successful digital presence that improves brand awareness and drives revenue.

Bestel develops and offers integrated telecommunications and data solutions to large corporate and government customers, carriers, competitive local exchange carriers, Internet service providers, and application service providers throughout Mexico. In 2007, Bestel became an affiliate of Grupo Televisa, the largest media company in the Spanish-speaking world based on market capitalization and a major participant in the international entertainment business.

"Like most of today's telecom companies, Bestel is looking for more ways to service business customers. With DigiContent based on Limelight's suite, Bestel is able to provide high-impact value-added-services that enable companies to more easily and quickly meet their online objectives. Rather than employ disparate content management and delivery solutions, telecoms and enterprises alike need a comprehensive offering like Limelight's to efficiently build, manage, and optimize their digital presence," explains David López Zuleta, CDN Director, Bestel.

"As a leading provider of telecommunications services in Mexico for 12 years, Bestel has proven that it understands the diverse challenges its customers face and what products and services they need to effectively meet these demands. Bestel owns Mexico's second largest fiber-optic network and provides a wide range of integrated communication solutions that allow its customers to optimize their communications strategies and increase their business productivity. We view Bestel as an ideal go-to-market ally in helping Mexican corporations enhance their digital presence. Limelight Networks' value-added services are a perfect complement to the advanced solutions Bestel currently offers on its market-leading network," states David Hatfield, Senior Vice President, Limelight Networks.

The Limelight cloud-based applications include **Limelight Dynamic Site Platform** for web content management, **Limelight Video Platform** for video content management, **Limelight Accelerate** for web, mobile, and application acceleration, **Limelight Reach Video** and **Limelight Reach Ads** for mobile video distribution and monetization, **Agile Storage** for content storage, and **Limelight Deliver** and **Limelight Stream** for content delivery. From the moment content is created, these integrated applications give customers a complete solution to rapidly upload, manage, publish, and analyze their online and mobile content, accelerate web and mobile sites to improve time-to-action, and optimize mobile video delivery and monetization via intelligent device detection and advertising integration from the edge of the Internet.

Underlying these offerings is Limelight's scalable, high-performance, **global computing platform**, which has the scale and global footprint to manage and deliver broadcast-quality content to virtually any location around the world. To ensure that content is delivered as fast as possible, Limelight's platform relies on an intelligent software layer, which adapts each delivery to the unique circumstances of each request. Images, web pages, video, music, games, social media, and software downloads are all delivered at lightning-fast speeds regardless of end user location or traffic spikes.

"As today's hyper-connected users access more content on multiple devices, companies need tools that enable them to efficiently provide high quality online experiences across online, mobile, and social channels. Limelight is the only vendor to provide a complete solution for streamlining the processes of uploading, managing, publishing, delivering, and analyzing online and mobile content, thereby enabling businesses to enhance their digital presence, increase revenue, and improve operational efficiency," notes Hatfield.

## About Bestel

Bestel is a telecommunications operator company with more than 12 years of experience offering advanced solutions through the second-largest optical fiber network in Mexico. The Bestel network has a current longitude in excess of 25,000 kilometers and has an installed capacity of 100 Gbps redundant connections to the Internet. Bestel manages the largest network of private telepresence suites in the world and offers communication to one of the

largest overall telepresence networks. It is the country's leader in telecommunication services for cable operators, health, and education sectors, and the first operator to offer integrated security services.

Since 2007, Bestel is a member of Grupo Televisa. Televisa has more than 6 million clients of paid TV content and more than 50,000 thousand miles of optical fiber and wiring throughout Mexico. The incorporation of Bestel to Grupo Televisa allows the company to strengthen its telecommunications operations, as well as incorporate paramount growth plans. For more information, please visit: [www.bestel.com.mx](http://www.bestel.com.mx).

About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) is a trusted provider of integrated cloud-based applications that leverage Limelight's scalable, high-performance, global computing platform. We give organizations whose Internet, mobile, and social initiatives are absolutely critical to their success a complete solution to upload, manage, publish, monetize, accelerate, and analyze their online and mobile content. The Limelight team of experts and end-to-end offering allow customers to streamline all of the processes throughout the content lifecycle and optimize the performance of content across all channels – empowering them to quickly and cost-effectively orchestrate a successful digital presence that improves brand awareness, drives revenue, and enhances customer relationships. For more information, please visit [www.limelight.com](http://www.limelight.com) or follow us on Twitter at [www.twitter.com/llnw](http://www.twitter.com/llnw).

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