



August 27, 2015

Green Bay Packers Enhance the Fan Experience with Wi-Fi from Extreme Networks and PCM

High-Density Wi-Fi and Network Analytics Optimize the In-Stadium Experience for Fans at Lambeau Field

SAN JOSE, Calif., August 27, 2015 /PRNewswire/ -- [Extreme Networks, Inc.](#) (Nasdaq: EXTR) and [PCM Inc.](#) (Nasdaq: PCMI) today announced a strategic relationship with the Green Bay Packers of the National Football League (NFL) to implement IdentiFi® Wi-Fi connectivity and Purview analytics to fans at Lambeau Field in Wisconsin.



The Packers are deploying over 1,000 IdentiFi Access Points (APs) and replacing their switching technology with Summit series switches, providing scalability and optimal application performance. The Packers will also leverage Extreme Networks' Wi-Fi Coach™ program at Lambeau Field to engage with mobile users helping them seamlessly connect to the in-stadium wireless.

Key Facts

- Extreme Networks and PCM's Sports & Entertainment Group have installed the high-density IdentiFi Wireless solution to provide free Wi-Fi access to fans at Lambeau Field.
- The Extreme Wi-Fi system is designed to support high density requirements, including high-speed connections for streaming content and uploading photos and support of social engagement.
- Extreme Networks' Wi-Fi analytics technology Purview provides the Packers with unprecedented near real-time visibility into what fans expect from their in-stadium experience, delivering deep insight and intelligence during the game to measure the fans experience and engagement with their mobile devices.
- In addition to Wi-Fi technology, Lambeau Field is improving the fan experience throughout the season with an updated mobile application for fans.

Executive Perspectives

Mark Murphy, President and CEO, Green Bay Packers

"Enhancing the Wi-Fi capability at Lambeau Field has been a priority for us for a number of years. We take great pride in the game day experience at Lambeau Field, and know that fans want to be able to use their mobile phones while at the game. This year, we decided to make a major commitment to Wi-Fi service, and partnered with Extreme Networks and PCM. Our fans should see a big difference this year in terms of connectivity."

Jay Miley, President, PCM

"Creating the ultimate game day experience is what PCM, along with partner Extreme Networks, is delivering. The Green Bay Packers organization will benefit from a centralized management platform enabling visibility to the Wi-Fi experience. The goal, dramatically enhance fan connectivity for greater engagement at the stadium. PCM's extensive Sports and Entertainment practice has delivered unsurpassed fan experiences to stadiums and arenas across the US."

Ed Meyercord, President and CEO, Extreme Networks

"In today's connected economy, the demands being placed on networks are ever growing. There's no place where this is more evident than in stadiums like Lambeau Field where upwards of 80,000 fans are tweeting, posting, watching videos and uploading selfies, all at the same time. Our strategic relationship with the Packers evidences our commitment to helping the NFL and organizations of all sizes and industries better meet these growing demands."

Additional Resources

- Extreme Networks IdentiFi Wireless [Solutions](#)
- Extreme Networks Purview [Solution](#)

- Extreme Networks Sports & Entertainment [Webpage](#)
- Connect with Extreme via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and Google+

About PCM, Inc.

PCM, Inc., through its wholly-owned subsidiaries, is a leading technology solutions provider to small and medium sized businesses, mid-market and enterprise customers, government and educational institutions and individual consumers. Including pro forma results from our acquisition of En Pointe in April 2015, we generated over \$1.7 billion in revenue in 2014. For more information please visit investor.pcm.com or call (310) 354-5600.

About Extreme Networks

Extreme Networks, Inc. ([EXTR](#)) is a software and services-led networking solutions' company committed to solving IT's toughest networking challenges. Extreme Networks is headquartered in San Jose, CA with more than 14,000 customers in over 80 countries. For more information, visit Extreme's [website](#).

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Except for the historical information contained herein, the matters set forth in this press release, including without limitation statements as to the features, performance, and benefits of Extreme Networks products, are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements speak only as of the date. Because such statements deal with future events, they are subject to risks and uncertainties, including network design and actual results of use of the product in different environments. We undertake no obligation to update the forward-looking information in this release. Other important factors that could cause actual results to differ materially are contained in the Company's 10-Qs and 10-Ks that are on file with the Securities and Exchange Commission. <http://www.sec.gov>.

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