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The National Hockey League's Detroit Red Wings Score with High Density Wi-Fi from Extreme Networks and SignalShare

Newly Wired Joe Louis Arena Connects Fans and Venue for Exceptional Live Experience

SAN JOSE, Calif., Jan. 29, 2015 /PRNewswire/ -- [Extreme Networks, Inc.](#) (Nasdaq: EXTR), a leader in high performance networking, and [SignalShare](#), the leading provider of mobile engagement solutions for mass audiences, today announced that the National Hockey League's (NHL) Detroit Red Wings have selected and deployed the companies' high-density Wi-Fi solution at Hockeytown's Joe Louis Arena in Detroit, Michigan.



Today's fans demand a highly immersive game day experience that includes connecting with their personal mobile devices to interact with the venue, and share their experiences over social media with family and friends. The Detroit Red Wings are taking a progressive stance with wireless technology and the fan experience - providing fast-performing Wi-Fi throughout the arena, with an eye toward much deeper fan engagement.

"Reliable connectivity is a must as we look to provide an unmatched live game experience for Red Wings fans when attending Joe Louis Arena," said Tom Wilson, president & CEO, Olympia Entertainment. "SignalShare and Extreme Networks are providing the Red Wings with a solid network and the tools to truly engage our fans on their mobile devices through new services, contests and social media - all delivered to the palm of their hand. We are very excited about what this means for Detroit fans both now and in the future."

SignalShare [Live-Fi](#) is a cloud platform that helps venues and event organizers connect with a live audience and use data-driven insight to engage fans and target promotions. Extreme's [IdentiFi® Wireless](#) is a state-of-the-art wireless platform that delivers the high-density performance and RF coverage tailored for indoor and outdoor arenas and stadiums, and is already deployed today by multiple NFL teams and at the stadiums and arenas of Division I universities.

Together, these high-tech companies provide an end-to-end audience engagement solution, delivering reliable connectivity and an interactive in-game mobile experience to the more than 800,000 hockey fans that visit Detroit's Joe Louis Arena each season.

"SignalShare is thrilled to be working with the Red Wings - a storied franchise, with fans passionate about their team and the in-game experience," said Joe Costanzo, founder and CTO, SignalShare. "With this deployment, fans receive always-on mobile Internet access, while the team gains a new platform to communicate, interact with, surprise and delight attendees."

"The Detroit Red Wings have always been committed to delivering great experiences for their fans and are now using Extreme's Wi-Fi technology to take it a step further, enabling the Red Wings to provide fast and reliable access to thousands of fans for their mobile needs," said Norman Rice, senior vice president of corporate development for Extreme Networks. "We are proud to have the Red Wings as our first NHL arena and look forward to a great relationship."

Additional Resources

- Extreme Networks IdentiFi Wireless [Solutions](#)
- Extreme Networks Sports & Entertainment [Webpage](#)
- SignalShare Sports Solutions [Webpage](#)
- SignalShare Live-Fi [Audience Engagement Solutions](#)
- Connect with Extreme Networks via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)
- Connect with SignalShare via [Twitter](#), [Facebook](#), [LinkedIn](#) and [Google+](#)

About SignalShare

SignalShare specializes in mobile engagement for mass audiences. The company optimizes wireless networks and empowers data-driven digital marketing initiatives to help organizers of large-scale live events connect with fans and guests in entirely new ways. SignalShare's proprietary audience engagement platform, Live-Fi™, leverages real-time analytics and dynamic messaging to deliver location-aware customized content - including offers, discounts and call-to-actions - to attendees' mobile devices during events. Top sports, entertainment and corporate brands, including The Sands Expo, Sacramento Kings, Houston Rockets, Indiana Pacers, IBM and the US Open rely on SignalShare to provide an exceptional fan experience. SignalShare is a division of Signal Point Holdings Corp and is headquartered in Morrisville, NC. For more information, go to www.signalshare.com or visit us on Twitter [@signalshare](#).

About Extreme Networks

Extreme Networks, Inc. (NASDAQ: EXTR) is setting a new standard for superior customer experience by delivering network-powered innovation and market leading service and support. The company delivers high-performance switching and routing products for data center and core-to-edge networks, wired/wireless LAN access, and unified network management and control. Our award-winning solutions include software-defined networking (SDN), cloud and high-density Wi-Fi, BYOD and enterprise mobility, identity access management and security. Extreme Networks is headquartered in San Jose, CA and has more than 12,000 customers in over 80 countries. For more information, visit the company's website at <http://www.extremenetworks.com>.

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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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