



January 26, 2015

Extreme Networks is NFL's Official Wi-Fi Analytics Provider of Super Bowl XLIX

Super Bowl XLIX Marks Second Consecutive Year Extreme Network Leverages Purview Analytics to Measure In-Stadium Fan Engagements

SAN JOSE, Calif., Jan. 26, 2015 /PRNewswire/ -- As the Official Wi-Fi Solutions Provider of the National Football League (NFL), [Extreme Networks, Inc.](#) (NASDAQ: EXTR), today announced it will be the Official Wi-Fi Analytics Provider of Super Bowl XLIX. The company's intelligent application analytics technology, Purview™, will be leveraged to monitor and measure the mobile fan experience during the game. Extreme Networks, a network mobility, application analytics and customer experience leader, teamed with the NFL to expand its existing NFL-wide Wi-Fi Coach™ Program to include Super Bowl XLIX. The Wi-Fi Coaching program assists fans attending NFL games to enhance their game day digital experience.



Extreme Networks' application analytics technology seamlessly monitors network data that carries context of users, devices, locations and applications in use. Purview captures this data and aggregates, analyzes, correlates, characterizes and reports, providing insight into how people use their mobile devices in the stadium, which will improve fans' digital experiences. This information is vital in helping the NFL analyze and solve mobility issues, while also addressing the growing connectivity expectations of fans attending the games.

As the Official Wi-Fi Analytics Provider of Super Bowl XLVIII, Extreme Networks delivered application analytics for the mobile experience of fans. Based on its overwhelming success, the technology will be used again at Super Bowl XLIX in Arizona. These powerful analytics capabilities are also used at other NFL stadiums and throughout multiple industries, including schools, hospitals, manufacturers and retailers.

Wi-Fi Coaches

To help meet the growing Wi-Fi user demands at games, Extreme Networks will implement its Wi-Fi Coach™ program, launched first by Extreme Networks for Gillette Stadium and now used at NFL stadiums around the country. The goal of the program is to help mobile users connect to the in-stadium wireless network and enjoy the full benefits of the in-stadium applications. At Super Bowl XLIX, Wi-Fi Coaches will be interacting with fans in the concourse and plaza of the stadium, monitoring social media and utilizing collaboration tools for real-time communication and assisting fans to connect to the Live Super Bowl Application. These All-Star-caliber Wi-Fi Coaches are certified Wi-Fi experts and have spent the season honing their skills at stadiums across the country. Through the Wi-Fi Coach program, Extreme Networks demonstrates its commitment to providing an unparalleled network user experience to fans that aligns with its world class networking hardware and software.

Executive Perspectives

Michelle McKenna-Doyle, CIO, NFL

"We strive to deliver the best connected experience for fans at games. With advanced analytics capabilities, we can analyze how fans are interacting with the network and leverage those insights to enhance the game day experience. The Wi-Fi Coach Program also adds an important layer of support for fans so they have high quality and seamless connectivity during the game."

Norman Rice, Senior Vice President of Corporate Development, Extreme Networks

"Delivering high performing, reliable access to Wi-Fi connectivity is an invaluable method for enhancing the game day experience. And while Wi-Fi analytics captures network performance and visibility into user engagement, it is equally important to establish an additional touch point with a team's fan base, to help provide an excellent experience. By taking our already patented Wi-Fi Coach platform, we collaborated with our strategic partner Mobile Comply in order to design, and now offer, a fully Certified Wi-Fi Coach Program, allowing any team to afford the same level of quality to their fan base in their venue."

Additional Resources

- Purview [Product Page](#)
- Extreme Networks Named Official Wi-Fi Analytics Provider of the National Football League [Press Release](#)
- Extreme Networks Sports & Entertainment [Webpage](#)
- Connect with Extreme via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)

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 a partner-first organization with a worldwide network of solution providers, distributors, OEMs, system integrators, technology partners, alliance partners, and training partners. 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>.

Extreme Networks, the Extreme Networks logo and Purview are either trademarks or registered trademarks of Extreme Networks, Inc. in the United States and/or other countries. All other names are the property of their respective owners.

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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