



July 25, 2016

Extreme Networks Introduces Customized Application Fingerprint to Address the Impact of Pokémon Go on Network Bandwidth

Extreme Demonstrates Business and Application Adaptability Following the Booming Adoption of Pokémon Go

SAN JOSE, Calif., July 25, 2016 /PRNewswire/ -- Extreme Networks, Inc. (NASDAQ: EXTR) today announced the availability of a customized application fingerprint for its ExtremeAnalytics™ solution developed to address the rising adoption of the Pokémon Go phenomenon and its impact on network bandwidth. Millions of users worldwide have downloaded the game and Extreme delivers a solution that can provide customers visibility and control of the game's usage over their networks - across the unified wired and wireless edge.



With this fingerprint, customers can customize their analytics database to identify the number of devices in use on a network and reallocate bandwidth based on Pokémon Go activity. The fingerprint is compatible with Extreme's on-premise and ExtremeCloud™ solutions, as well as certain standardized third party vendor networks.

This fingerprint demonstrates the potential of the ExtremeAnalytics solution to address the growing demand from organizations looking to track, analyze and adjust their network based on new, and sometimes viral, applications. At Super Bowl 50 alone, Extreme found that of the total 10 terabytes of application traffic transferred during the event, half was consumed by two applications alone. As mobile technology continues to advance and augmented reality takes center stage, it will be crucial that organizations are flexible and able to adapt to emerging trends that could affect their networks.

The capability to utilize such fingerprint is available to customers as a feature in ExtremeAnalytics updates.

Additional Resources

- | Extreme's Pokemon No [video](#)
- | ExtremeAnalytics [Product Page](#)
- | ExtremeControl [Products Page](#)
- | Connect with Extreme via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)

About Extreme Networks

Extreme Networks, Inc. ([EXTR](#)) delivers software-driven networking solutions that help IT departments everywhere deliver the ultimate business outcome: stronger connections with customers, partners and employees. Wired to wireless, desktop to datacenter, on premise or through the cloud, we go to extreme measures for our 20,000-plus customers in more than 80 countries, delivering 100% insourced call-in technical support to organizations large and small, including some of the world's leading names in business, education, government, healthcare, manufacturing and hospitality. Founded in 1996, Extreme is headquartered in San Jose, California. For more information, visit Extreme's [website](#) or call 1-888-257-3000.

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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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