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Cincinnati Bengals Go Extreme to Boost In-Stadium Experience with High Density Wi-Fi from Extreme Networks

Pervasive Wi-Fi Enhances Fan Experience during NFL Games at Paul Brown Stadium

SAN JOSE, Calif., Sept. 10, 2014 /PRNewswire/ -- [Extreme Networks, Inc.](#) (Nasdaq: EXTR) today announced a strategic relationship with the Cincinnati Bengals of the National Football League (NFL) to provide Extreme Networks' [IdentiFi](#)® high density Wi-Fi to Cincinnati's Paul Brown Stadium. Extreme Networks was recently [named](#) the Official Wi-Fi Analytics Provider of the NFL and this announcement also follows recent implementations of Extreme Networks' [IdentiFi](#)® high density Wi-Fi in the stadiums of the Tennessee Titans and Jacksonville Jaguars.



Meeting and exceeding fan expectations is a top priority for the Bengals. Extreme Networks is providing its robust wireless platform to satisfy these ever-changing needs, delivering unparalleled Wi-Fi connectivity to fans so that they can more effectively use their smartphones and tablets during games. Extreme's high performance 802.11ac Wi-Fi technology enables fans to seamlessly access the Internet, as well as the Bengals' custom mobile applications.

Key Facts

- Extreme Networks is providing its 802.11ac high-density IdentiFi™ Wireless solution to provide free Wi-Fi access to all fans throughout Paul Brown Stadium.
- The Extreme Wi-Fi system is designed to support high density requirements, including high-speed connections for streaming content and uploading photos, support of social engagement, support of in-venue mobile application delivery for value added services and to promote efficient delivery of multicast video with unicast-like performance and reliability.
- In addition to Wi-Fi technology, Paul Brown Stadium is continuing to improve the fan experience through the 2014-2015 seasons with enhancements to the scoreboards, "Who Dey" Deck, Club Suites, and East Sideline Bar.

Executive Perspectives

Michael Kayes, Director of Technology, Cincinnati Bengals

"Our fans are of the utmost importance to our organization. As technology continues to transform the fan experience, it was crucial that we identify a way to provide them a truly differentiated in-person game day experience. Our relationship with Extreme Networks provides us with the foundation to do just that by affording fans the connectivity they've grown to expect, while allowing us the opportunity to offer them exclusive content that can only be seen at the game."

Michelle McKenna-Doyle, Senior Vice President and CIO of the NFL

"A connected fan experience in NFL stadiums is a top priority for the NFL. We want all our fans to be connected to each other, their social networks and other content that will enhance the fan experience. Deploying Wi-Fi at Paul Brown Stadium will enable Bengals fans to stay connected to the information and experiences they need and desire on game day."

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

"Fans want to share their game-time experience in real-time, and they expect a level of connectivity that allows them to upload photos, download content and access their favorite applications. Through a simple, smart and fast wireless solution, Extreme Networks is enabling the Bengals to not only deliver on the promise of connectivity, but also provide an in-stadium experience that strives to meet and surpass fan expectations."

Additional Resources

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