



## **Extreme Networks Selected by Innovative Online Retailer for High Performance and Reliable Network**

### **Personalization Mall Requires a Robust and Reliable Network to Match Its Growing Business**

SANTA CLARA, CA, Mar 01, 2010 (MARKETWIRE via COMTEX News Network) -- Extreme Networks, Inc. (NASDAQ: EXTR) today announced that Personalization Mall, an innovator in the online retail market, has selected its high performance Ethernet network solutions to power its online store and corporate headquarters.

Founded 1998, Personalization Mall serves consumers globally by offering personalized, unique gift ideas via a shopping experience that is both quick and easy. To support its growth of customer traffic and sales transactions, in addition to traffic spikes during popular holidays such as Christmas and Mother's Day, Personalization Mall upgraded its network solution concurrent with its recent headquarters change. The network upgrade with Extreme Networks meets its goals of selecting leading edge technology, supporting unified systems, and remaining highly reliable with bandwidth capacity to spare.

After a review of competitive vendors including Cisco, Extreme Networks was chosen for its progressive and innovative solutions, its distinct price advantage and cutting edge performance, highlighted by the new Summit(R) X650 switch, the market's first Top of Rack 10 Gigabit BASE-T switch. The total solution, serves Personalization Mall's data center and converged LAN.

Personalization Mall's network design is both simple and efficient, based on a single network operating system, ExtremeXOS(R) where critical features, automation capabilities and management stacking are performed across all switch models.

"Our network is critical to the customer experience as well as revenue and we were not willing to take chances with marginal performance or inconsistent features," said Steven Diggory, IT Manager for Personalization Mall. "Extreme Networks high performance solutions and innovative approach met each of our goals, letting us stay at the bleeding edge of performance while getting the best value."

The new network supports Personalization Mall's entire business infrastructure and highly automated workflow, from its 24x7 Web-based retail operation and 100,000 sq ft production facility, to the diverse needs of its office employees, ranging from Marketing and Administration to Customer Support.

"Extreme Networks offers retailers and online businesses a clear and immediate return on their network investment, giving them the infrastructure that is required to keep transactions moving around the clock," said Harpreet Chadha, senior director of product management for Extreme Networks. "Personalization Mall is another great example of how our value is extended for both higher performance and flexibility."

Extreme Networks, Inc.

Extreme Networks provides converged Ethernet network infrastructure that support data, voice and video for enterprises and service providers. The company's network solutions feature high performance, high availability and scalable switching solutions that enable organizations to address real-world communications challenges and opportunities. Operating in more than 50 countries, Extreme Networks provides wired and wireless secure LANs, data center infrastructure and Service Provider Ethernet transport solutions that are complemented by global, 24x7 service and support. For more information, visit: <http://www.extremenetworks.com>

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