

Edgeware's Founder/CEO Joachim Roos Honored for Impact on the European Online Video Market as one of Streaming Media's 2010 "Dream Team"

STOCKHOLM, SWEDEN – May 3, 2010 – Edgeware, the technology leader in distributed video delivery, today announced that leading industry publication, Streaming Media, has named Joachim Roos, Edgeware's founder and chief executive officer, to its 2010 "Dream Team." Streaming Media picked 11 of the most important and innovative industry executives based on personal achievements and international business success. Judges also considered the honorees' commitment to sharing knowledge for the future development of online video.

"We took it as an opportunity to give long-overdue recognition to people who'd made the biggest impact on the European market in the last decade," said Eric Schumacher-Rasmussen, editor of Streaming Media.com and *Streaming Media* magazine. "There's no denying that innovation and education go beyond national boundaries, and this year's team proves it. If there's one common thread that ties all of them together, it's that online video isn't just a vocation for any of them; it's a calling, and one they want to share with as many people as possible."

"The online video market has seen explosive growth since Edgeware was founded," Roos said. "Opportunities continue to emerge at a rapid pace. Our customers see that our distributed approach to delivering video within the network is uniquely suited to meet current and future demands of video services."

As CEO and founder, Roos successfully led Edgeware to its current presence as an international leader in the video server market. Roos brings more than 20 years of executive level and management experience from several advanced technology start-ups and has achieved numerous patents on switching, networking and computer architecture. He holds an MSc and a post graduate Licentiate degree in Computer Engineering, from the Lund Institute of Technology in Sweden.

The full list of "Dream Team" honorees will run in the Summer 2010 issue of *Streaming Media Europe* and can be viewed online:
<http://europe.streamingmedia.com/Articles/ReadArticle.aspx?ArticleID=66291>

About Edgeware

Edgeware is the technology leader in distributed delivery systems needed for a new era of "anytime, anywhere" TV and video. Edgeware's next-generation purpose-built appliances and integrated systems enable operators and carriers to cost-effectively grow their TV and video services and scale them across their network to an increasing number of users on any device. Founded in 2004, Edgeware is headquartered in Stockholm, Sweden, with a U.S. office in San Jose, California. For more information, please visit www.edgeware.tv.

About Streaming Media

Streaming Media, an Information Today Inc. company, is a diversified news media company serving and educating the streaming media industry and community. Originally founded in 1998, the company was sold by Penton Media to Information Today Inc. in December of 2002. The business consists of three core areas: StreamingMedia.com, exhibitions and conferences, and research and publications. Lead by a team of recognized industry experts, Streaming Media is dedicated to providing industry professionals and corporations utilizing digital media technology with global real-time news, resources and services through editorial, discussion lists, feature articles, and much more.

About StreamingMedia.com

StreamingMedia.com is the premier online destination for professionals seeking industry news, information, articles, directories and services. The site features thousands of original articles, hundreds of hours of audio/video content, breaking news, research reports, industry directory, and case studies that showcase the latest real-world streaming media implementations. Streaming Media Xtra, the weekly e-newsletter considered a "must read" by industry insiders, has a senior level readership now exceeding 37,000. Since the acquisition of Streaming Media by Information Today, Inc., the site has evolved to bring a more focused approach to content by providing users with the knowledge they need for real world implementations of streaming media technology and applications. With over 107,000 registered users, StreamingMedia.com's aim is to supply the community and those corporations implementing this technology with unparalleled information online.

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