



Press Release March 17, 2009

Edgeware Opens U.S. Headquarters in Silicon Valley Headed by Former Motorola Sales Executive

STOCKHOLM, SWEDEN – March 17, 2009 – Edgeware, the leading provider of flash memory based server systems for network deployed delivery of TV and video services, today announced the opening of its U.S. headquarters, based in San Jose, Calif., and the addition of David Appleman, a former Motorola senior sales executive, to lead all Edgeware sales efforts in the Americas.

The formation of a U.S. subsidiary, Edgeware, Inc., and the opening of a Silicon Valley-based office, is a strategic move to further increase the company's North American footprint. The expansion will serve Edgeware's current and future American customers include cable MSOs, Telco's and, more recently, providers of TV and video services over the top (OTT) and over the Web. In addition to sales, led by Appleman, in the North, South and Central American regions, the new office will provide expanded customer support and engineering services.

"Appleman brings massive experience to Edgeware as he already knows our space and most of our current and future customers," said Joachim Roos, CEO and founder of Edgeware. "With him, we are up and running and can shift our U.S. efforts into high gear to take advantage of the significant growth potential among service providers for next-generation video services."

Appleman brings more than 20 years of experience to his new position at Edgeware including executive management of rapidly growing technology companies and more than 10 years experience building sales and marketing organizations in the broadband and IPTV industry.

"Consumers are demanding more and more from their service providers," said Appleman. "I am confident that Edgeware's solid state server technology brings a new level of cost efficiency and scalability of delivering Web TV and video services to our service provider partners. Edgeware is truly a revolutionary company that fulfills the needs that the service providers have been asking for and I am very excited to be a part of this team."

About Edgeware

Edgeware is the supplier of revolutionary server systems for on-demand TV, setting new industry standards for video streaming over IP. Edgeware enables Video On-Demand (VoD), Time Shifted TV, Web TV and Ad-insertion services, with unmatched scalability and at the lowest investment and operational cost on the market.

In 2006 Edgeware pioneered using flash memory by launching a fully solid state flash memory based network appliance, for truly distributed deployment. By combining solid-state flash memory and hardware accelerated streaming, Edgeware offers the most integrated, reliable and power efficient appliances in the industry. The systems solution includes dynamic asset propagation and management to enable highly scalable and resilient architectures with central clusters in combination with caches distributed deep into the network. Caching popular content close to the viewers means substantial savings on network infrastructure and shortened time to market. Edgeware's server systems have been deployed around the globe by leading Telcos and cable MSOs, and more recently by over the top service providers.

The company is headquartered in Stockholm, Sweden, with a U.S.-based office in San Jose, California.

Edgeware is nominated for the 2009 IPTV World Series Awards in two categories: "Best On-Demand Technology for IPTV" and "Best Internet TV Technology/Solution". These solutions will be showcased at IPTV World Forum in London, March 25-27, Booth 226.

www.edgeware.tv

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