



NEWS RELEASE

Verivue acquires leading Content Delivery Network (CDN) technology provider CoBlitz LLC

Acquisition Expands Verivue's CDN Portfolio for Service Providers

WESTFORD, MA., October 19, 2010 — Verivue, Inc. today announced it has completed the acquisition of CoBlitz LLC, a leading provider of Content Delivery Network (CDN) infrastructure solutions for wireline and wireless service providers. The addition of CoBlitz products further extends Verivue's leading-edge portfolio of content delivery solutions, providing operators with a broad range of choices for both managed video networks and "Over-The-Top" (OTT) video services.

"The enormous popularity and increased quality of video content on the Internet is driving service provider networks to near capacity while jeopardizing traditional business models," said Jim Dolce, CEO of Verivue. "In response, a growing number of service providers are making a strategic push into the CDN market to optimize their internet traffic volume and lower the cost of network infrastructure".

CDN technology reduces network traffic load by replicating popular content onto strategically placed edge servers. User requests for content can then be redirected and delivered from the closest edge server, freeing up backbone capacity, ensuring consistent high performance delivery and lowering network costs. The acquisition of CoBlitz brings Verivue a turnkey CDN infrastructure solution for service providers seeking to deploy their own management, control and delivery capabilities in support of rich media initiatives.

The CoBlitz management team has agreed to join Verivue and will assume leadership roles within the combined company. "We are delighted to welcome the CoBlitz team to Verivue", added Dolce. "Their practical knowledge of content delivery networks will greatly benefit our service provider customers as they build out their CDN offerings".

CoBlitz, located in Princeton, NJ, was founded in 2007 by Larry Peterson and Vivek Pai. Peterson is the Robert E. Kahn Professor of Computer Science at Princeton University and

Director of the Princeton hosted PlanetLab Consortium. His research focuses on the design and implementation of networked systems. Pai is an Associate Professor at Princeton, where his research examines issues related to network server design and performance. He led the development of the CoDeeN project on PlanetLab, which is used by more than 50,000 people daily and serves over 25 million requests per day. The CoBlitz technology is the product of their extensive combined research.

"Verivue and CoBlitz share a common vision with complementary technologies and customer initiatives," said Larry Peterson, CEO of CoBlitz. "We are excited to become an integral part of Verivue and look forward to addressing this growing market opportunity together".

About Verivue, Inc

Headquartered in Westford, MA, Verivue, Inc. develops and markets high-performance IP platforms that enable network operators to distribute, deliver and control enormous amounts of IP-based media traffic across a growing and diverse number of end devices. The Company offers solutions for service providers to accelerate content delivery for managed and unmanaged service provider networks. Additional information about Verivue products and services can be found at www.verivue.com.

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