



NEWS RELEASE

Shaw Communications Deploys Verivue Media Distribution Switch to Power HD Video-on-Demand Service

Network-Centric Platform Lowers Operational Overhead for Cable Operators

WESTFORD, MA (May 10, 2010) – Verivue, Inc. today announced that Shaw Communications has deployed the MDX 9200 Series *Media Distribution Switch* to support the expansion of Shaw Video on Demand service for both High Definition (HD) and Standard Definition (SD) content to customers in the Vancouver, Edmonton, Calgary and Winnipeg metropolitan areas.

“The growth and popularity of Video on Demand service, along with the shift to High-Definition content, creates a whole new set of challenges for cable operators like Shaw,” said Jim Dolce, CEO of Verivue, Inc. “The MDX 9200 provides the performance, scale and reliability Shaw needed to address these changing requirements, while significantly reducing total cost of ownership.

Modeled after the blade server concept, the MDX integrates servers, storage, networking and applications into a unified platform. Its modular design offers a true alternative to sprawling racks of servers, hard disk drives, network adapters, cables and supporting LAN switches cluttering already overburdened data centers.

The MDX 9000 family includes two models -- the high-capacity MDX 9200 and the new MDX 9020 offering mid-range stream capacity. When deployed together in a content delivery network (CDN), these two systems cooperate to dynamically push popular content closer to the customer, freeing up capacity on the IP backbone and lowering delivery costs. Shaw’s initial deployment of MDX 9200 systems will soon be expanded to include the smaller, complementary MDX 9020 at the edge.

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One of the many Verivue innovations is its VueStor™ solid-state storage subsystem, a fully integrated shared-storage solution built directly into the chassis. Based on Flash Memory technology, VueStor is an energy-efficient storage solution designed exclusively for media delivery that offers significantly higher streaming performance and reliability when compared to hard disk drives or conventional solid-state drives (SSDs).

"Shaw is one of Canada's most innovative cable operators" said Dolce. "We are pleased they have chosen our MDX 9000 Series products to manage the rapid growth in video traffic generated by an ever-expanding customer base in search of advanced digital services."

About Verivue, Inc

Headquartered in Westford, MA, Verivue, Inc. develops and markets high-performance IP platforms that enable network operators to distribute, deliver and manage enormous amounts of IP-based media traffic across a growing and diverse number of end devices. The Company offers solutions for Internet video, cable video and IPTV applications. Additional information about Verivue products and services can be found at www.verivue.com.

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