

ETHERNET ALLIANCE INAUGURATES SCOTT G. KIPP AS NEW PRESIDENT

Seasoned industry technologist selected as new leader of premier Ethernet advocate

BEAVERTON, OR, OCTOBER 24, 2011 – The [Ethernet Alliance](#) (EA), a global consortium dedicated to the continued success and advancement of Ethernet technologies today announced Ethernet industry veteran, Scott G. Kipp of Brocade Communications Systems (NASDAQ: [BRCD](#)), as its new president. Previously a member of the organization's board of directors, he was selected by his fellow directors to succeed outgoing EA president, Jim Theodoras, of ADVA Optical Networking. Mr. Kipp's appointment is effective immediately and will continue through February 2012.

"I am truly honored that the Ethernet Alliance's board of directors has asked me to take on the responsibility and challenges of leading this vibrant organization, and to carry on its outstanding work in the advancement of leading-edge Ethernet technologies," said Kipp. "Jim Theodoras' strategic vision and leadership have allowed the Ethernet Alliance to excel in its role as the industry's premier resource for Ethernet advocacy, education, and innovation. We thank him for his dedicated service and congratulate him on his accomplishments as president."

As EA's new president, Mr. Kipp will be enacting an array of new initiatives designed to expand upon those launched by his predecessor. Among these new efforts will be the organization's "University of Ethernet" (UE) webinar series. The UE will offer in-depth learning and continuing education opportunities on topics ranging from foundational Ethernet technologies to next-generation applications, such as parallel optics and terabit Ethernet. The UE webinar series, led by real-world practitioners, will provide practical information as well as early insight into emerging developments; each 1-hour installment will be available to the public free of charge on a 24x7 on-demand basis.

"Ethernet is vital to today's global data networks and data traffic is growing between 30 to 40 percent annually and pushing Internet infrastructure to the limit," said Kipp. "We've entered the Web 3.0 era, where high definition video is delivered to millions of televisions and data is delivered to billions of smartphones. The industry is just beginning to adopt 100 Gigabit Ethernet and IEEE is developing lower cost solutions as we speak. Only through careful, forward-thinking stewardship can the industry cost-effectively increase the number and speed of Ethernet links to successfully address and overcome this bandwidth challenge."

In addition to his role as EA president, Mr. Kipp is a senior technologist at comprehensive network provider, Brocade, where he specializes in high-speed fiber optic technology. He regularly participates in standards development activities, having served as the chair for multiple standards produced by organizations including the American National Standards Institute (ANSI), Internet Engineering Task Force (IETF), and Institute of Electrical and Electronics Engineers (IEEE).

Mr. Kipp has also authored a variety of published books and manuscripts focused on broadband and fiber optic technologies. He holds both Bachelor and Masters degrees in Electrical Engineering from California Polytechnic State University in San Luis Obispo.

For more information about EA, please visit www.ethernetalliance.org, follow @EthernetAlliance on Twitter, visit its Facebook page at www.facebook.com/groups/20072238365/, or join the EA LinkedIn group at <http://www.linkedin.com/groups/Ethernet-Alliance-3910011>.

About the Ethernet Alliance

The Ethernet Alliance is a global consortium that includes system and component vendors, industry experts and university and government professionals who are committed to the continued success and expansion of Ethernet technology. The Ethernet Alliance takes Ethernet standards to market by supporting activities that span from incubation of new Ethernet technologies to interoperability demonstrations and education.

For more information, visit www.ethernetalliance.org. Individuals who would like to receive updates on Ethernet Alliance news, activities and events may sign up for the organization's newsletter at www.ethernetalliance.org/newsletter.

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