MEDIA ALERT: ETHERNET ALLIANCE EXECUTIVES TO ADDRESS FUTURE OF ETHERNET SPEEDS AT KEY ETHERNET INDUSTRY EVENTS

BEAVERTON, OR, OCTOBER 22, 2012 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, CTO office, Dell, and Scott Kipp, president, Ethernet Alliance, and senior technologist, Brocade Communications Systems, Inc. will be featured speakers at two upcoming Ethernet industry events: the North American Network Operators' Group (NANOG 56) meeting in Dallas, TX and the 21st Euro-IX Forum in Stockholm, Sweden.

At NANOG 56, Mr. Kipp will offer a presentation entitled *"Bandwidth Growth and the Next Speed of Ethernet"* at 12:30pm CDT on October 22, 2012. Mr. D'Ambrosia will join him in a reprise of the presentation during the Euro-IX Forum, November 12 – 13, 2012. *"Bandwidth Growth and the Next Speed of Ethernet"* explores the recent findings of the IEEE 802.3 Industry Connections Bandwidth Assessment Report and a status update on development of the next Ethernet speed. It also provides a forum for discussion with members of both organizations on those needs that will drive development of higher-rate Ethernet speeds, and efforts to achieve High-Speed Ethernet (HSE) consensus.

"High-speed, low-latency network connections are the cornerstone of tomorrow's networks. Network operators and Internet exchanges are at the heart of the Internet; as the move toward ubiquitous 24/7 connectivity continues, they're seeing aggressive growth and unprecedented levels of bandwidth demand," said Mr. Kipp. "This presentation affords us an opportunity for meaningful discussion with network operators and Internet exchanges about the implications of the next Ethernet speed and how it will impact their networks."

"The Ethernet Alliance remains committed to its goal of expanding Ethernet and the Ethernet ecosystem on a global scale. As part of this mandate, we're reaching out to key constituencies to not only keep them informed on the latest Ethernet advancements but to gather their input on the development of the next speed of Ethernet," added Mr. D'Ambrosia. "By tapping directly into the perceptions of our end users, we'll better understand their priorities and needs. In turn, this will help us facilitate greater consensus across the industry and drive a new wave of Ethernet innovation."

WHAT & WHEN: Ethernet Alliance executives John D'Ambrosia and Scott Kipp will take part in the following NANOG 56 and Euro-IX sessions:

- Mr. Kipp will present *"Bandwidth Growth and the Next Speed of Ethernet"* at 12:30pm CDT on October 22, 2012 to attendees of NANOG 56, the leading educational forum for backbone/enterprise networking technologies and operational practices. The presentation will also be streamed online at http://www.nanog.org/streaming.php. Members can find additional presentation details at http://www.nanog.org/meetings/nanog56/abstracts.php?pt=MjAxMiZuYW5vZzU2&nm=nanog56.

- Mr. Kipp and Mr. D'Ambrosia will reprise the presentation during the 21st Euro-IX Forum, November 12 – 13, 2012. Euro-IX is an association of Internet Exchanges dedicated to promoting an open interchange of ideas and

experiences. Euro-IX members can securely view this presentation by logging in at https://www.euro-ix.net/events/42/programme_items.

WHERE: NANOG 56 will take place at the Sheraton Dallas Hotel, Dallas, TX. The Euro-IX Forum will be held in Stockholm, Sweden.

WHO SHOULD ATTEND: NANOG 56 and Euro-IX members are invited and are encouraged to attend.

WHY ATTEND: Both presentations offer a unique opportunity to engage in an open dialog and exchange with the Ethernet Alliance about growing bandwidth demand, current and future Ethernet speeds, and the evolving future of Ethernet and the Ethernet ecosystem at large.

Additional information about NANOG 56 and the Euro-IX Forum are available from the Ethernet Alliance event calendar.

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 about the Ethernet Alliance, please visit www.ethernetalliance.org; follow @EthernetAllianc on Twitter; visit the Ethernet Alliance Facebook page; or join the Ethernet Alliance LinkedIn group. 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.

###

Media Contact:
Melissa Power
Interprose Public Relations
P: 401-454-1314
E: Melissa.power@interprosepr.com