MEDIA ALERT: ETHERNET ALLIANCE "ETHERNET 101" WEBINAR EXPLORES PAST, PRESENT, AND FUTURE OF WORLD'S MOST DISRUPTIVE NETWORKING TECHNOLOGY

BEAVERTON, OR, JUNE 13, 2013 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies today announced details of and open registration for its upcoming *"Ethernet 101: Introduction to Ethernet"* webinar. Scheduled for June 27, 2013 at 9am PDT, the webinar offers a offers a revealing look at the past, present, and future of the world's most disruptive networking technology, Ethernet.

WHAT: Presented by Scott Kipp, president, Ethernet Alliance, and principal technologist, Brocade Communication Systems, and Hugh Barass, technologist, Cisco Systems, *Ethernet 101: Introduction to Ethernet* is a high-level exploration of Ethernet's early days as a shared medium, today's typical deployments, and future directions for Ethernet, such as the pursuit of 400GbE.

WHEN: Presented June 27, 2013 at 9am PDT, the webinar is approximately 45 minutes long, followed by a 10-15 minutes Q&A period, and is free of charge for both Ethernet Alliance members and the general public alike. It will also be archived on the Ethernet Alliance website for future on-demand viewing.

To register, please click here. For more information, please click here or contact the Ethernet Alliance Administration at (503) 619-0564 or admin@ethernetalliance.org. Advanced registration is required and closes at 5 pm PDT on June 26.

WHO: Non-technical in nature, *Ethernet 101: Introduction to Ethernet* is ideally suited for a wide variety of audiences including networking / IT practitioners and managers; students; researchers; OEMs; and consumers.

WHY: Anyone generally interested in achieving a greater understanding of Ethernet as a technology, and the extensive underlying ecosystem that supports its ongoing growth, development, and expansion will find value in this webinar.

"Ethernet is one of those unique innovations that everyone has come to rely upon. It is ubiquitous, dependable, and most importantly, market-proven," said John D'Ambrosia, Chairman, Ethernet Alliance; and chief Ethernet evangelist, CTO office, Dell. "Understanding where this fundamental technology got its start and where the future is taking us is an important facet in Ethernet's long-term evolution and advancement, so Webinars like 'Ethernet 101' are critical to its continued success."

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.

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.

###

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