

FOR IMMEDIATE RELEASE

Ellacoya Networks Bolsters Deep Packet Inspection Capabilities

*New product release boasts industry-leading detection of encrypted applications;
activates mirror port for further analysis of encrypted data*

Merrimack, New Hampshire and Broadband World Forum, Paris – October 11, 2006 – Ellacoya Networks, Inc., a leading provider of carrier-grade Deep Packet Inspection (DPI) solutions for broadband IP networks, today announced it has enhanced the DPI capabilities of the Ellacoya IP Service Control System with its new 6.4 Software Release. The new release adds application detection and classification functionality for encrypted applications, including bandwidth intensive encrypted peer-to-peer (P2P) such as BitTorrent and Skype (primarily in North America/Europe) and Winny2P and Share (primarily in the AsiaPac markets). Also included in Release 6.4 is activation of the system's mirror-port functionality that enables the system to factor out a subset of network traffic (i.e. video or voice) and pass a duplicate image through the mirror port to undergo further analysis for purposes such as service assurance. The Ellacoya products will be on display at Broadband World Forum, Stand #926.

PlusNet, a leading ISP in the United Kingdom, has deployed the Ellacoya system network wide for visibility into application and subscriber usage and tools to manage that traffic dynamically. Its Workplace customer portal, based on Ellacoya's technology and integrated with PlusNet's OSS, enables the subscriber to self-select and manage their own services. "In order for PlusNet to continuously maintain high service quality and customer satisfaction, it is imperative for us to have visibility into *all* traffic on the network, not just a percentage of traffic," said Phil Webb, senior network architect at PlusNet. "With the sudden increase in encrypted peer-to-peer applications we are very pleased to be able to now identify encrypted flows and properly classify and prioritize them so that our subscribers receive a high-quality service offering even during peak congestion times."

Peer-to-peer applications such as BitTorrent have become the fastest and most efficient means for the delivery of digital entertainment, making it critical for the network to support. Ellacoya's encrypted application detection enables the service provider to manage subscriber service quality, manage operational and capital costs, and provide a high value experience for premium services. Release 6.4 brings unique mirror-port functionality that enables all traffic to flow through the network unaffected while mirroring off specific flows such as VoIP that can be analyzed to measure service quality, plan for enhancements and troubleshoot in real-time.

"Our broadband provider customers have reputations for delivering the highest levels of service to their subscribers; and we take pride in helping them maintain these service levels in a rapidly changing environment," said Fred Sammartino, vice president of marketing and product management at Ellacoya Networks. "With Release 6.4 we continue the tradition of evolving our products based on customer requirement with new features that give network service providers better visibility, better control and the tools to continuously improve service quality."

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About Ellacoya Networks

Ellacoya Networks is a leading provider of carrier-grade deep packet inspection (DPI) service control solutions that give broadband service providers full application-level visibility and management functionality for their networks. Its IP Service Control System identifies subscribers, classifies and controls applications on a per-subscriber basis, improves performance and customer satisfaction, and delivers revenue-generating IP services. Deployed in some of the world's largest carrier IP networks, it is the only company that provides the scalability and functionality necessary to enable more compelling applications and competitive service offerings. Ellacoya Networks is privately held and headquartered in Merrimack, New Hampshire. For more information contact us at +1 603.577.5544 or visit us at www.ellacoya.com.

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