

Allot Named DPI Pure-Player Market Leader

Strategy Analytics positions Allot as leader in market share and technological innovation

Hod Hasharon, Israel – November 5, 2012 - [Allot Communications Ltd.](#) (NASDAQ, TASE: [ALLT](#)), a leading supplier of service optimization and revenue generation solutions for mobile broadband service providers worldwide, has been named market leader amongst DPI pure-play vendors by Strategy Analytics in a report published on October, 19th 2012. The report estimates a revenue share of 43% for Allot in 2012, based on results of previous consecutive quarters and up from 37% in 2011. Strategy Analytics projects the DPI market to top \$2 billion in 2016, driven by the ability of vendors to improve operator network utilization and enhance Quality of Experience (QoE) for subscribers.

“Deep Packet Inspection (DPI) is becoming a strategic weapon for mobile operators as they seek to control and monetize mobile data traffic,” says **Susan Welsh de Grimaldo, Director Mobile Broadband Opportunities at Strategy Analytics**. “In the world of pure-play DPI vendors, Allot has emerged as market leader in recent quarters – both in financial performance with steady revenue growth and in its ability to get in front of trends and operator needs through acquisitions, partnerships and leadership in technical innovation.”

“Being named leader in market share and technological innovation is further recognition of Allot’s consistently strong performance and significant contract wins”, said **Andrei Elefant, Allot VP Product Management & Marketing**. “Our combination of industry-leading technology and business network intelligence provides innovative solutions for our customers, enabling them to shift their attention from traffic management to user experience. Allot’s expansion of DPI to encompass video and policy control further provides them with increased revenue streams and personalized services for subscribers, thus creating a sustainable business model.”

About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading global provider of intelligent solutions to optimize and monetize over-the-top Internet traffic in fixed and mobile broadband networks and large enterprises. Allot Service Gateway offers service providers a broad range of value-added services in a single platform, which include analytics, policy control, video optimization, video caching and charging, all of which are vital to managing fixed and mobile data, enhancing user experience, containing operating costs, and enabling service providers to generate revenues from their broadband networks. Allot's rich portfolio of solutions leverages dynamic actionable recognition technology (DART) to transform broadband pipes into smart networks that can rapidly and efficiently deploy value added Internet services. For more information, please visit <http://www.allot.com>.

Safe Harbor Statement

Information provided in this press release may contain statements relating to current expectations, estimates, forecasts and projections about future events that are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally relate to the Company's plans, objectives and expectations for future operations. These forward-looking statements are based upon management's current estimates and projections of future results or trends. Actual results may differ materially from those projected as a result of certain risks and uncertainties. These factors include, but are not limited to: our ability to increase the breadth and functionality of the Service Gateway platform, changes in general economic and business conditions; the Company's inability to develop and introduce new technologies, products and applications; loss of market; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. These forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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