



Allot MobileTrends Report Highlights Segments in the Mobile Digital Lifestyle

Report Highlights Key Digital Lifestyle Profiles, Allowing Operators to Improve Quality of Experience and Create Innovative Service Packages

HOD HASHARON, Israel – February 19, 2013 - [Allot Communications Ltd.](#) (NASDAQ, TSE: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband service providers worldwide, announced today that its Feb 2013 [Allot MobileTrends Report](#) shows how subscriber traffic analysis can be used by operators to segment and create innovative service packages for different groups of data subscribers according to their digital lifestyle. Each segment is defined by parameters that include online activity, daily usage patterns, content consumed and the overall effect their activity has on the network. The statistical information contained within the **Feb 2013 MobileTrends Report** was aggregated from several participating mobile operators around the globe and the data collected was entirely subscriber-anonymous.

The report highlights the value of understanding individual digital lifestyles from the network operator perspective. By analyzing the traffic of subscribers and performing a statistical analysis of their traffic patterns and online behavior, Allot identified five distinct digital lifestyles. These segments include: *Info Seeker*, *Info Guzzler*, *Social Monitor*, *Social Mingler* and the *Digital Mover and Shaker*.

The Digital Lifestyle Segmentation - Key Findings

- **The Info Seeker** - represents 32% of subscribers that use ad-hoc browsing to access information and a sizeable part of their action is in the evening.
- **The Info Guzzler** - represents 5% of subscribers that access content mostly during the day and their top applications used are P2P and other downloading.
- **The Social Monitor** - represents 14% of subscribers that access content mostly during mid-day for Social Networking, Video and VoIP.
- **The Social Mingler** - represents 15% of subscribers that use multiple application types such as Social Networks, Video and Browsing mostly during mid-day and evening.
- **The Digital Mover & Shaker** - represents 34% of subscribers combining personal data activity with social data activity and are online around the clock.

The report also includes the breakdown of leading applications used by the different segments, including Facebook, Twitter, YouTube, BitTorrent, Skype and general browsing. In addition, the report analyzes the time-of-day the content is accessed or downloaded.

"This report emphasizes how mobile operators can capitalize on digital lifestyle segmentation while simultaneously increasing loyalty among subscribers," said **Andrei Elefant, VP Marketing & Product Management at Allot Communications**. "Allot's market-leading solutions allow operators to perform similar analysis on their own networks and tailor their offerings to the different lifestyles of their customers in order to improve quality of experience and create true value for their customers."

The full **Feb 2013 Allot MobileTrends Report** complete with graphics can be accessed here: [Allot MobileTrends Report](#)

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About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading global provider of intelligent broadband solutions that put mobile, fixed and enterprise networks at the center of the digital lifestyle. Allot's DPI-based solutions identify and leverage the business intelligence in data networks, empowering operators to shape digital lifestyle experiences and to capitalize on the network traffic they generate. Allot's unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables service providers worldwide to elevate their role in the digital lifestyle ecosystem and to open the door to a wealth of new business opportunities. For more information, please visit 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 future results may differ materially from those projected as a result of certain risks and uncertainties. These factors include, but are not limited to: changes in general economic and business conditions and, specifically, a decline in demand for the company's products; 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.

Contacts:

Allot Communications

Maya Lustig | Director of Corporate Communications

+972.9.7616851 | mlustig@allot.com

Finn Partners Israel for Allot Communications

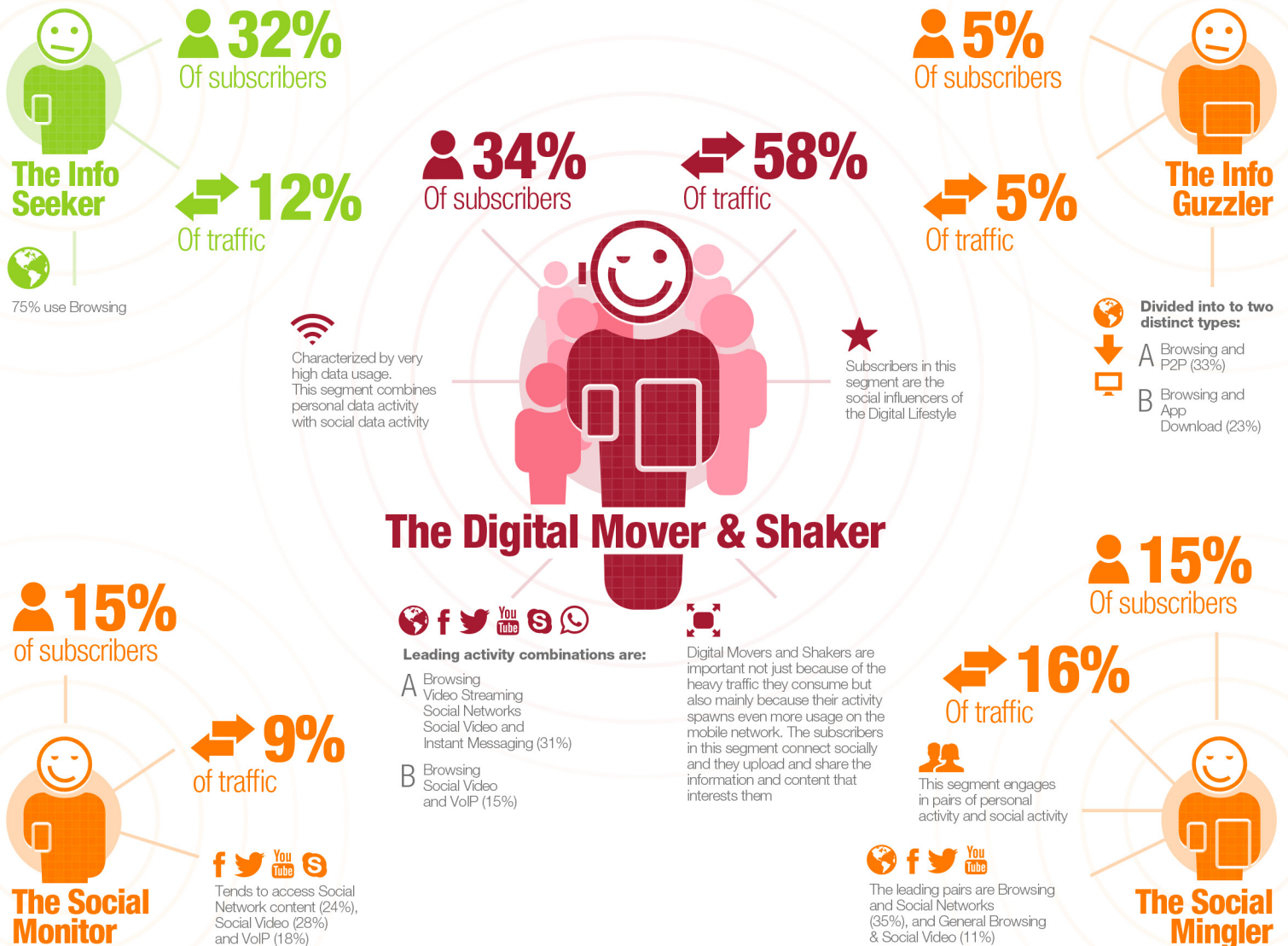
Matthew Krieger

+972-544-676-950 | matthew@finnpartners.co.il

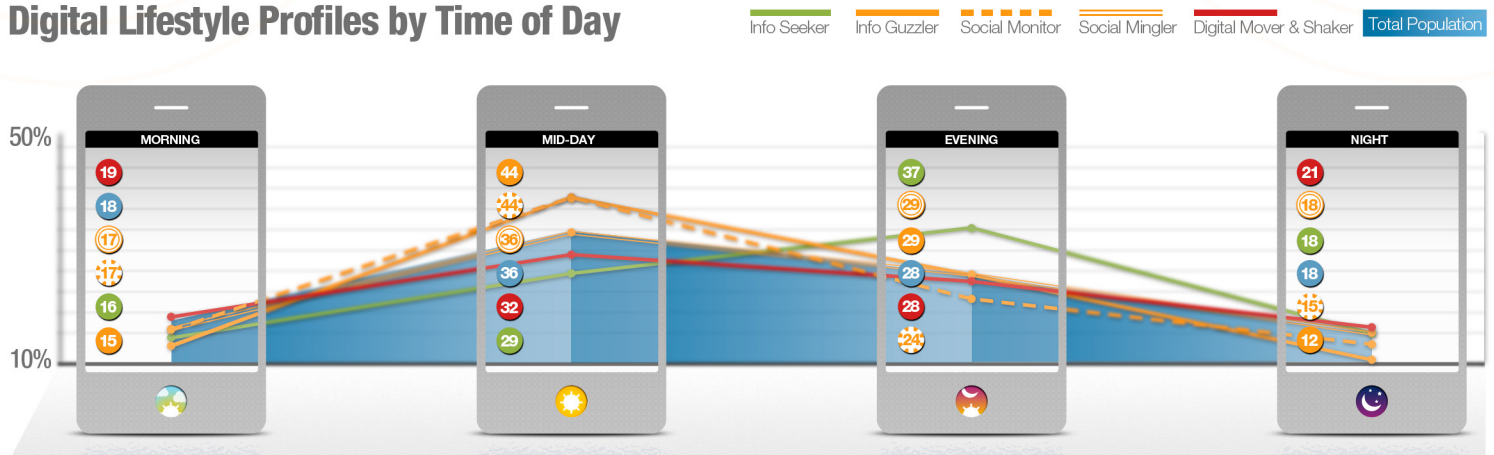
Mobile Digital Lifestyle Segmentation

Put your Network at the Center of the Digital Lifestyle

Digital Lifestyle Profiles



Digital Lifestyle Profiles by Time of Day

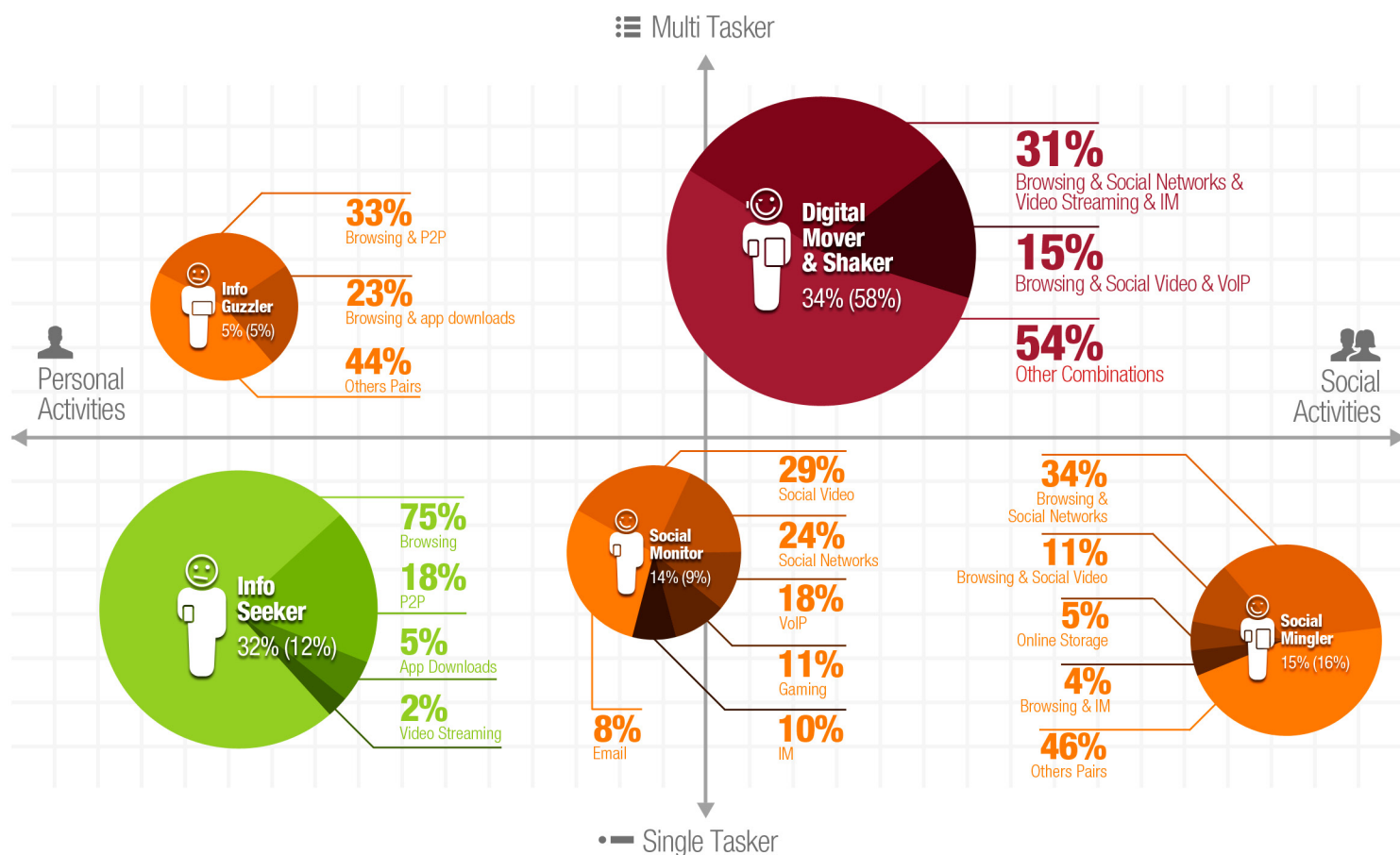


Insights:

- 1 Info Seekers are mostly active at night
- 2 Digital Mover & Shakers are relatively active all day
- 3 The Social segments are mostly active during mid-day
- 4 The Social Mingler is the closest to the total population

Mapping The Profiles of The Digital Lifestyles

Percent of Subscribers (Percent of Traffic)



Allot Communications Leading Use Cases for Digital Life Style Segment

	Info Seeker	Info Guzzler	Social Monitor	Social Mingler	Digital Mover & Shaker
Customer Touch Point Optimization	✓	✓	✓	✓	✓
Targeted promotion and advertising	✓	✓	✓	✓	✓
OTT Content Bundling	✓	✓	✓	✓	✓
OTT Video Optimization	✓	✓	✓	✓	✓
OTT Video Caching			✓	✓	✓
OTT Video Optimization			✓	✓	✓
Service Tiering	✓	✓	✓	✓	✓
Application Based Charging	✓	✓			
Volume Based Charging	✓	✓	✓		
Happy Hour	✓		✓		
Turbo Boost		✓		✓	✓
Bill Shock Prevention				✓	✓