



Allot Communications Video Optimization Solution Chosen by EMEA Mobile Operator

December 19, 2013 - Hod Hasharon, Israel – Allot Communications Ltd. (NASDAQ: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators, today announced that an EMEA-based Mobile Virtual Network Operator (MVNO) has selected the Allot video solution to optimize its video and Web traffic, reduce operating costs and provide in-depth analysis of traffic and usage patterns.

[Allot VideoClass](#) is an application-aware video optimization system that is fully integrated with the Allot Service Gateway. The solution optimizes Video and Web traffic, thus helping the MVNO to optimize their expenses on network resources. The Allot Service Gateway steers only the relevant traffic to the Allot VideoClass system, allowing operators to optimize with extreme efficiency and a smaller deployment footprint. The Allot system also provides in-depth analysis of traffic and usage patterns.

“Allot was chosen for this particular deployment because of our ability to demonstrate significant savings while improving the customer experience,” said Andrei Elefant, Vice President of Product Management and Marketing at Allot Communications. “For MVNOs, the ability to control expenses while keeping a high quality of experience is key for delivering a profitable and competitive service. “

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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 and workstyle. Allot’s DPI-based solutions identify and leverage the business intelligence in data networks, empowering operators to analyze, protect, improve and enrich the digital lifestyle services they deliver. Allot’s unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables network operators 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.



Forward Looking Statement

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; 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. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. 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 for Allot Communications

Amy Farrell, 617-366-7149, amy.farrell@finnpartners.com