



Allot Communications Wins New Video Optimization Contract from Asian Tier-1 Mobile Operator

Allot's VideoClass Video Optimization solution helps mitigate congestion and improve video QoE for the operator's 15 million subscribers

March 24, 2014 – 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 it has received a new contract from an Asian Tier one mobile operator for its Video Optimization solution and Allot Service Gateway, to be deployed across the operator's national network of 15 million subscribers. This is a first time order for Allot with this leading carrier.

The Allot VideoClass video optimization solution and Allot Service Gateway provide the performance capabilities that will allow the operator to accommodate its recent surge in network data traffic and OTT video traffic in particular.

"Mobile subscribers will judge the quality of an operator's network based on their video experiences. The end user does not discriminate between the content provider and the operator, and at the end of the day it is the operator they will blame for a poor quality of experience," said Andrei Elefant, VP Product Marketing and Management for Allot. "Operators are still looking for ways to optimize video and manage OTT content such as YouTube and Facebook traffic. Allot's video analytics solution can find the root causes that affect an operator's video delivery capabilities and pinpoint which traffic should be optimized and in what way. Our video optimization technology then ensures an excellent viewing experience by preventing stalls and buffering delays. With an integrated solution such as ours, operators will enjoy better network efficiency, and end users will experience the uninterrupted video delivery they desire."

Allot's VideoClass is an application-aware video optimization system that is fully integrated with the Allot Service Gateway. It allows mobile operators to dramatically improve the quality and efficiency of video delivery by optimizing for real-time network conditions and for each mobile connection. This unique dual optimization capability enables the highest quality of experience for video consumers while minimizing the bandwidth required by the video stream. For more information, please visit http://www.allot.com/mobile_video_optimization.html.

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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