



Allot Communications Tracks new FIFA World Cup Online Experience: Eventful, Social and Dynamic

Fan engagement via mobile sports apps rose 300% above average during game times

July 9, 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 and cloud providers worldwide, today announced results from its analysis of mobile application traffic surrounding the **2014 FIFA World Cup**.

Real-time data showed that usage of mobile sports apps such as ESPN, BBC sports and Eurosport was up 300% above average levels during game times. Allot's granular analytics also showed that Facebook, Facebook Messenger, Instagram, Twitter, WhatsApp, Skype Chat and Viber were up 200% over the average use during game time. A deeper dive into social media apps showed WhatsApp Photo Sharing was up 30% over average at the beginning of the game.

Network traffic peaks shifted from normal hours to game times. As an example, in Latin America afternoon games shifted the traffic peaks from evening hours to those hours. Networks experienced two peaks on days when there were two major games and on days when there were no games traffic patterns shifted back to normal.

"Our analysis of mobile traffic surrounding the World Cup games definitely showed us that it's all about the online experience," said Yaniv Sulkes, AVP marketing at Allot Communications. "For example, during the Italy versus Uruguay game, YouTube traffic skyrocketed by more than 40% immediately following the infamous Suarez bite incident. This clearly demonstrates the widespread digital lifestyle where app adoption is strong and is particularly engaging around major events like the world cup – a fact operators should note and leverage."

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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