



Allot Communications Receives Order from Tier-1 Mobile Operator in EMEA for Analytics and App-Centric Plans

Solution to facilitate time of day and zero-rated app-centric plans for 4 Million Subscribers

July 23, 2014 – Hod Hasharon, Israel – [Allot Communications Ltd.](http://www.allot.com) (NASDAQ: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators and cloud providers worldwide, announced today that it received an order from a Tier-1 mobile operator in EMEA for the Allot Policy Control and Charging solution. The operator is leveraging Allot's policy control and charging solution to provide 4 million subscribers with application-centric plans that fit their digital lifestyle.

The solution will allow the Tier-1 mobile operator to conduct in-depth monitoring and usage reporting and launch innovative plans for its subscribers. Among the application-centric plans, this operator will offer zero-rated plans for video streaming services and social media services (such as Facebook). The operator is planning to offer zero-rated plans at specific times during the day.

"As mobile data usage continues to skyrocket, improved intelligence of all subscriber activity is crucial to mobile operators looking to create charging models that benefit both operator and subscribers," said Yaniv Sulkes, AVP Marketing at Allot Communications. "With the Allot solution in place, this operator can now act on network analytics insights and roll-out smart-charging plans. It enables the service provider to offer application-centric plans, which were found in the **Allot MobileTrends Charging Report H1 2014** [App-Centric Operators on the Rise](#), to show higher ARPU and lower churn for operators."

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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.

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