



## Allot Communications Receives Follow-on Order from a Tier-1 Mobile Operator to Enable Streaming Music Services

*The Application-Centric plan approach will drive increased loyalty and revenue from over 30 million subscribers globally*

**September 4, 2014** – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading global supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators and cloud providers, announced today a follow-on order with a Tier-1 global telecommunications group. This follow-on order to an existing contract will enable the operator to deliver streaming music services to over 30 million subscribers in multiple markets globally.

Using Allot's intelligent charging capabilities, the augmented solution powered by the Allot Service Gateway, will allow the Tier-1 operator to offer flexible application-centric plans to meet growing usage and service demand driven by the streaming music service.

The global operator is leveraging popular applications and content as part of a larger strategy to create new service plans based on the digital lifestyle segmentation of their subscribers. According to the [Allot Mobile Trends Charging Report H1/2014](#), this move is part of a larger industry trend where operators are increasingly segmenting the digital lifestyle of their subscribers and offering premium plans based on user preferences.

“Operators must become digital lifestyle providers in order to meet the needs of today’s savvy users and remain competitive in today’s environment,” said **Gary Drutin, Allot Chief Customer Officer**. “Allot is playing a key role in this operator’s strategy to differentiate his offering by delivering zero-rated Over The Top (OTT) applications such as music and social networks.”

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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](http://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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