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Allot Communications Secures Video Optimization Orders from Three New Major Mobile Operators

Allot VideoClass improves video quality of experience and increases viewer satisfaction while reducing video delivery costs by up to 40%

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[Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading global provider of intelligent broadband solutions that empower communication service providers to optimize and monetize their networks, enterprises to enhance productivity and consumers to improve their digital experience, announced today that it received orders from three new mobile operator customers in the fourth quarter of 2014 for [Allot VideoClass](#), an application-aware and network-aware video optimization system that fully integrates with Allot Service Gateway to dramatically improve the quality and efficiency of video delivery.

One of EMEA's leading Tier-1 mobile service providers is implementing the Allot VideoClass system to prevent video buffering delays, stalls and latency, and expedite web browsing to enhance the overall customer quality of experience (QoE). This implementation followed a competitive win against pure-play optimization vendors. The video QoE management solution also provides the operator with the network intelligence to achieve granular policy control to match the optimization policy to a customer profile and data plan.

A second order was received from a major multinational mobile operator based in LATAM that selected the Allot VideoClass system to eliminate network congestion and enhance video delivery. This order followed a competitive and extended trial process. The operator will be better able to identify and allocate bandwidth to each video application to ensure a high QoE while, at the same time, lowering operational expenses.

Allot received an additional Allot VideoClass system order from a mobile virtual network operator (MVNO) in Europe. This operator also utilizes Allot's web optimization capabilities to accelerate web browsing responsiveness and further reduce delivery costs. The solution enables this operator to realize significant savings by dramatically reducing optimizable video bandwidth by up to 40% and overall bandwidth savings of up to 20%, while maintaining a high customer QoE. This operator is also taking advantage of network analytics capabilities to gain insights into mobile traffic, which enables the provider to develop application and subscriber-based charging models.

"As multimedia consumption on smartphones, tablets and connected devices becomes more prevalent, mobile operators require powerful QoE management solutions to better monetize dynamic video and web bandwidth demands and to gain control of their networks," said Yaniv Sulkes, AVP Marketing at Allot Communications. "Allot's application and network-aware VideoClass system helps to lower operators' operational expenses and generate new revenue opportunities through tailored charging models, all while enhancing the user experience and increasing overall customer loyalty. These three new customer wins demonstrate our continued market momentum with major operators seeking optimization solutions for their video delivery challenges."

About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) empowers service providers to monetize and optimize their networks, enterprises to enhance productivity and consumers to enjoy an always-on digital lifestyle. Allot's advanced DPI-based broadband solutions identify and leverage network intelligence to analyze, protect, improve and enrich mobile, fixed and cloud service delivery and user experience. 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 <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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