

German Network Vendor ipoque Opens U.S. Headquarters

Press Release

Appoints Jim Peschek to Vice President of Sales

Leipzig/Londonderry, October 9, 2008— ipoque (www.ipoque.com), a leading European provider of Internet traffic management solutions, today announced that it has launched U.S. operations with headquarters located in Londonderry, New Hampshire. The company also announced the appointment of Jim Peschek as Vice President of Sales, North America, to head the company's newly opened U.S. office.

ipoque's technology allows organizations to effectively monitor, shape, optimize, limit and control bandwidth-demanding applications; these include the most critical and hard-to-detect protocols such as peer-to-peer file sharing (P2P), instant messaging (IM), Internet telephony such as Voice over IP (VoIP), tunneling and video/media streaming, as well as many legacy applications.

ipoque detects applications with a combination of layer-7 deep packet inspection (DPI) and behavioral traffic analysis. Integrated quality-of-service (QoS) management allows prioritization and blocking of classified traffic.

"Jim brings with him an in-depth understanding of the North American market and understands the growing need companies have to efficiently manage their ever-increasing Internet traffic loads with a simple appliance rather than using complex, expensive hardware or software," said CEO and co-founder Klaus Mochalski of ipoque. "His previous experience working with firms supplying Internet appliances will prove to be an excellent fit for our company."

Peschek has over 20 years of management experience in computer hardware, software and services. Previously he served as Vice President of Channels at Solutionary, a leading Managed Security Services Provider based in Omaha, NE with offices in Pittsburgh, PA. Prior to that he was VP Business Development at Astaro Corporation, a \$40 million vendor of Unified Threat Management (UTM) security appliances, where he led the North American sales team to growth in excess of 100% per year and built a reseller channel by adding over 140 partners nationwide.

The expansion into the North American market follows closely on the heels of ipoque's launching of its entry-level PRX-20 Traffic Manager, the smallest appliance available in the Internet traffic management market. PRX-20 provides the same deep packet inspection (DPI) and bandwidth management technology as ipoque's market-proven larger systems in an appliance the size of a CD/DVD jewel case. It has a maximum throughput of 20 Mbits/s and support for up to 256 subscribers making it suitable for any small network installation at space- and power-constraint locations.

About ipoque

Founded in Leipzig, Germany, ipoque is the leading European provider of deep packet inspection (DPI) solutions for Internet traffic management and analysis. Designed for Internet service providers, enterprises and educational institutions, ipo-

que's PRX Traffic Manager allows to effectively monitor, shape and optimize network applications. These include the most critical and hard-to-detect protocols used for peer-to-peer file sharing (P2P), instant messaging (IM), Voice over IP (VoIP), tunneling and media streaming, but also many legacy applications. For further information see www.ipoque.com.

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