

ipoque Signs Arrow ECS for Distribution in Select Central, Southeastern European Countries

Press Release

Leipzig / Linz, 27. July 2010 – ipoque, the leading European vendor of Internet traffic management solutions, has appointed Arrow Enterprise Computing Solutions, a business segment of Arrow Electronics Inc., as its authorized distributor for Austria, Switzerland and parts of Eastern Europe.

The agreement is aimed at expanding ipoque's reach in the region's telecommunications and enterprise sectors by drawing from Arrow's extensive channel network. Paul Karrer, managing director at Arrow ECS Internet Security AG, said, "Our decision to team with ipoque follows our strategy to provide a comprehensive portfolio of enterprise and carrier-grade network solutions. ipoque's DPI (deep packet inspection) engine is one of the most reliable in the industry (according to independent test results published by the European Advanced Networking Test Center). This will add great value to our portfolio."

ipoque's PRX Traffic Manager offers fixed line and mobile network operators a comprehensive and cost-effective bandwidth-management solution enabling them to monitor and control network traffic per application and per subscriber. The solution makes the network activities more transparent and can prioritize, shape and optimize classified traffic. PRX Traffic Manager scales up to 75 gigabits per second and helps institutions in any sector keep up with the challenges of increasing Internet traffic in their networks.

Arrow ECS offers the complete range of ipoque solutions, with a special focus on PRX-PE Traffic Manager for policy enforcement, ipoque's new product. This focus reflects the current issues that many companies, particularly mobile service providers, have with ever-increasing data rates. The offerings are available in Switzerland and Austria, as well as Croatia, Serbia, Slovenia and Hungary.

Klaus Mochalski, CEO of ipoque, adds: "We are happy to welcome Arrow ECS to the ipoque channel. With them, we gain a highly accomplished and recognized collaborator. Arrow ECS is one of the world's largest distributors, and they work with very experienced resellers offering strong local support."

Arrow ECS Internet Security distributes a comprehensive portfolio of product security, servers, storage and virtualization solutions. It supports resellers in the realization of customized solutions through presales project design and planning, as well as installation and support services. In addition, it supports the business needs of resellers through finance, marketing and training services. More information is available at www.arrowecs.at.

About ipoque

ipoque is the leading European provider of deep packet inspection (DPI) solutions for Internet traffic management and analysis. ipoque's PRX Traffic Manager allows network operators and Internet service providers to effectively monitor, shape, optimize, limit and control the resource consumption of network applications on a per-subscriber basis. The integrated quality-of-service (QoS) functionality allows prioritization and optimization of network traffic to ensure the highest subscriber satisfaction and effective protection of the operator's infrastructure at the same time.

ipoque's DPI engine reliably detects all relevant protocols and applications found in today's networks, including the most difficult-to-detect and proprietary protocols such as peer-to-peer file sharing (P2P), instant messaging (IM), Voice over IP (VoIP), tunneling, video and audio streaming, as well as many legacy applications.

For further information see <http://www.ipoque.com>.

About Arrow Enterprise Computing Solutions

Arrow ECS, a business segment of Arrow Electronics Inc. [NYSE: ARW], provides enterprise and midrange computing products, services and solutions to value-added resellers, system integrators, and independent software vendors. Based in Englewood, Colo., and with offices in 26 countries, Arrow ECS connects its customers to the world's foremost technology suppliers. Arrow ECS reported \$4.9 billion in global enterprise computing solution sales in 2009. Visit ecs.arrow.com for more information.

Press Contacts

ipoque

Kristin Wolf | Corporate Communications | [ipoque](mailto:kristin.wolf@ipoque.com)

Mozartstr. 3 | 04107 Leipzig | Germany

phone +49-341- 59 40 30 - 63 | fax +49-341- 59 40 30 - 19

kristin.wolf@ipoque.com | <http://www.ipoque.com>

Arrow ECS Internet Security AG

Sandra Schöftner | Marketing Specialist | Arrow ECS Internet Security AG

Freistädter Str. 236 | 4040 Linz | Austria

phone +43-732-75 71 68 | fax +43-732-75 71 44

s.schoeftner@arrowecs.at | www.arrowecs.at