

Net Insight supports The Switch in TV network growth

LAS VEGAS, (NAB Booth #SU2324); United States – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, supports The Switch in their continued network expansion to provide network services at the highest quality and reliability in the industry.

The Switch recently announced network expansion plans for eleven additional United States locations by the end of year. In 2011, Beers Enterprises Inc., owner and operator of The Switch, selected Net Insight and its Nimbra platform for their large network expansion. The Switch is an industry pioneer in customer-controlled, uncompressed HD distribution services for domestic and international television networks, common carriers, local broadcast stations, and producers and distributors of sports, entertainment, news, financial, and public service television programming.

Since announcing its network expansion plans in 2011, The Switch has added 27 cities to its network for a current total of 33 locations. The next phase of the network expansion includes Austin, TX, Buffalo, NY, Columbus, OH Cincinnati, OH, Indianapolis, IN Minneapolis/St. Paul, MN, Milwaukee, WI Oklahoma City, OK Portland, OR, Seattle, WA and San Antonio, TX. The Switch plans to expand to 50 key media markets across the United States and internationally.

This past month, The Switch acquired HTN Communications, LLC (HTN). HTN, a Net Insight customer since 2007, is a provider of sports television and radio distribution services in North America providing HD signal distribution access from every MLB, NBA and NHL sports venue in the United States as well as numerous entertainment events, concerts and news media outlets.

“The Switch is a successful customer of ours and we are pleased that Net Insight’s Nimbra platform is chosen for their further network expansion,” says Fredrik Trägårdh, CEO at Net Insight.

For further information, please contact:

Fredrik Trägårdh, CEO of Net Insight, +46 8 685 04 00, fredrik.tragardh@netinsight.net

About Net Insight

Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial TV, Mobile TV and IPTV/CATV networks.

Net Insight products truly deliver 100 percent Quality of Service with three times improvement in utilization of bandwidth for a converged transport infrastructure. Net Insight's Nimbra(TM) platform is the industry solution for video, voice and data, reducing operational costs by 50 percent and enhancing competitiveness in delivery of existing and new media services.

More than 175 world class customers run mission critical video services over Net Insight products in over 60 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.

For more information, visit www.netinsight.net

About The Switch

Beers Enterprises, Inc. (BEI) is owner and operator of The Switch, the leading customer controlled fiber distribution service provider in North America. The Switch currently provides advanced video switching and local fiber circuit services across The United States, The United Kingdom, and Canada. The Switch was awarded the 2012 Broadcast Engineering's Excellence Award for Network Automation. The Switch was created in 1991 to provide cost-effective, customer controlled television signal routing services to the broadcast industry. Our customers include domestic and international television networks, common carriers, local broadcast stations, and producers

and distributors of sports, entertainment, news, financial and public service television programming. The Switch has been embraced by the marketplace since its inception and has grown to its current market leadership position. For more information, visit www.theswitch.tv