



Cymphonix Launches Channel Program and Extends Product Line to Target Medium and Small Business

FOR IMMEDIATE RELEASE—October 5, 2004—New York, NY—Cymphonix, unique in allowing companies to easily manage and prioritize network bandwidth, announced today the launch of its channel program designed to position the company at the forefront of network performance for the small and medium enterprise.

Cymphonix's Bandwidth Composer prioritizes critical traffic and controls greedy applications. This award winning product extends visibility into what employees and applications (P2P, Gaming, VoIP, Hosted Applications, etc.) are doing on the network. It is the first – and only – product bringing network traffic oversight to the executives that can most use the data. The products fill a critical functional gap by prioritizing network bandwidth at the packet level through an interface virtually anyone can use.

Cymphonix is pleased to announce a partnership with Marketlink Technologies, a highly successful market accelerator, to bring to the channel the solutions necessary to grow their networking product and service revenues.

“In addition to our great in-house salespeople, we're excited to harness the expertise, reach, and talent of Marketlink's nationwide sales staff,” said Cymphonix CEO Kevin Santiago. “The success they've experienced with companies like NetScreen, Barracuda Networks, and Quantum SNAP has been impressive. Their ability to effect velocity through the channel is unprecedented.”

“Before we heard of Cymphonix we had many requests for products to effectively and affordably manage bandwidth,” said Marketlink CEO Stan Schreyer. “Because we serve so many solution providers that sell data, IP telephony and networking, Cymphonix is an ideal fit with our current solution providers and the customers they serve.

Bandwidth Composer is right in line with our current product mix and, because it fills key functional gaps and has high channel margins, will be an impact solution across several market segments.”



As a result of feedback from its current solution providers and to meet the performance and productivity needs of businesses with fewer than 150 employees, Cymphonix is also announcing the launch of Bandwidth Composer 200.

Bandwidth Composer 200, being introduced at TechXNY this week, will do for small businesses what Bandwidth Composer 500 is already doing for mid sized companies. Ideal for companies with broadband connections, Bandwidth Composer 200 is a product that will effectively manage and prioritize network bandwidth for companies with between 30 and 150 employees.

“We know that you don’t have to be a large company to experience issues with peer to peer, gaming, and less productive employees,” said Santiago. “Bandwidth Composer 200 helps companies address those issues at an affordable price.”

About Cymphonix

With affordable and usable network performance solutions, Cymphonix Inc., headquartered in Salt Lake City, UT with offices in Seattle, WA and 10 sales offices nationwide, impacts network performance, employee productivity and corporate liability. Bandwidth Composer models 500 and 200, its flagship appliances, deliver bandwidth monitoring, reporting and shaping capabilities to the small and medium enterprise. Its professional services group focuses on enterprise accounts. These products help companies understand visually who and what is abusing network bandwidth, enabling problems to be corrected quickly through an elegant, easy-to-manage interface. Bandwidth Composer is unique in offering solution providers bandwidth management tools for their customers that have previously been affordable only to the enterprise. For more information please visit <http://www.cymphonix.com>.

About Marketlink

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