

Ardenta signs reseller agreement with Zeus to deliver industry-leading global IT and web infrastructures

Ardenta enhances ability to offer the most robust, high performance global IT and web infrastructures in drive for lower cost, zero downtime 24x7 solutions

London, UK – 9 March 2010 – IT infrastructure company Ardenta, specialists in delivering highly-tuned information systems for the enterprise, has announced a new partnership agreement with Zeus, the only pure software-based application traffic management company. The partnership will enable Ardenta to deliver the most robust, high performance web infrastructures available today capable of serving the mission critical needs of organisations globally.

For Ardenta's many Internet-based businesses – such as its eGaming customers across the world – the organisation's lifeblood depends on exceptionally fast and resilient IT infrastructures available 24x7. High performance infrastructures that strive for zero IT downtime can save these organisations millions in lost revenues as outages drive consumers to other sites, not to mention the costs of damaged brand and reputation.

Under the new reseller agreement, Ardenta is adding Zeus Traffic Manager to its increasing portfolio of infrastructure offerings. Zeus provides the latest generation of application delivery controllers (softADC's) giving organisations industry-leading capabilities for monitoring and manipulating traffic to their web applications. As a software solution for Physical, Virtual and Cloud environments, it can be deployed cost-effectively.

Pal Kondel, VP Worldwide Sales, Zeus Technology, said: "Zeus is a 100% channel-focused business. We choose our partners carefully to help us extend our reach into key verticals to ensure that our prospects and end-users receive the best technical and sales support available. Ardenta is an ideal partner in this respect."

Commenting on the agreement, Scott Hanson, Ardenta's Technical Director, said: "Some markets - such as online gaming, retail and media operations – need the ultimate in systems performance. Zeus will enhance our IT infrastructure offerings to

this discerning market, making online services even faster, more reliable, more secure and easier to manage. It can achieve this at a lower cost than the hardware alternatives, so our customers get better performance for their own customers as well as an overall reduced Total Cost of Ownership.“

Zeus’ traffic management solution provides us with the ability to give our own customers total flexibility in choosing a product that suits their technology and business needs,” added Hanson. “The software can be deployed on any platform – whether it’s Physical, Virtual or Cloud. We are also impressed with its ability to identify high-value customers to ensure they get ‘the best experience’ on a website.

“The partner agreement demonstrates our growth ambition in the high performance, zero downtime environments,” he concluded.

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About Zeus Technology

Zeus software enables our customers to create, manage and deliver exceptional online services in Physical, Virtual and Cloud environments. Implementing a Zeus solution allows organizations to visualize traffic to their web-enabled applications, thus ensuring a consistently robust web infrastructure. Coupled with the ability to deploy new online services very quickly, Zeus helps provide the competitive advantage businesses need, by making their online services faster, more reliable, more secure and easier to manage. Zeus software can be deployed on industry standard hardware, virtual machines and any Cloud platform, making it the right strategic choice for today and tomorrow. Zeus holds strategic partnerships with world-class companies such as Amazon Web Services, Dell, HP, IBM, Intel, Joyent, Oracle, Sun, Qualcomm and VMware. Zeus powers over one million website infrastructures across the world including, the BBC, BT, Comic Relief, Domino’s Pizza, Gilt Groupe, ITV, Play.com, See Tickets, STA Travel and Virgin Media. Zeus is in a unique position to assist

any business looking to enhance their mission-critical Internet service infrastructure. For more information, visit www.zeus.com.

About Ardentia

Ardentia Limited is a UK-based specialist in delivering highly tuned information systems for the enterprise. Ardentia designs, implements, maintains and supports - at optimal levels - mission critical systems for organisations who depend on high performance solutions. Ardentia supports mission critical systems which operate 24 hours a day, 365 days of the year. Head Office is based in Sunbury on Thames, Middlesex with two external data centres based in Heathrow and Slough. The organisation counts BBC, Blue Square, BUPA, Centrebet, Greenpeace, ITV, Ladbrokes, Musgrave Retail Group (GB) Ltd, The Tote, The Royal British Legion, William Hill and many others amongst its customers. Ardentia is now a ReSeller for Zeus technology. In addition, Ardentia is an IBM Premier Business Partner, EMC² Premier Solutions and ASN Partner, Cisco Select Partner, Oracle Business Partner, RedHat, HP and Sun Authorised Resellers. For further information please visit: www.ardentia.com

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