

Virgin Megastores tops the charts with Citrix® MetaFrame®

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Leading entertainment retailer keeps stores in tune with business information using Citrix application serving

31 July 2001 - Citrix Systems, Inc. (Nasdaq: CTXS) today announced that Virgin Megastores, a leading entertainment retailer, has implemented Citrix® MetaFrame® application serving software to provide its 92 stores across the United Kingdom with access to business applications. The Citrix implementation is part of Virgin Megastores' strategic initiative to give its retail locations up-to-date information on sales trends and availability of in-stock merchandise for improved decision-making.

Virgin Megastores uses Citrix MetaFrame to provide cost-effective access to several business-critical applications including Crystal Decisions, a sales and inventory reporting application, as well as Intranet and email services. These applications are centrally managed on Citrix MetaFrame servers and deployed over a Frame Relay WAN to employees.

"The entertainment retail sector moves quickly, and with the fastest moving stock lines shifting from day to day, it is essential that we keep each store up-to-date with trading trends and stock information," commented Mitchell Edmond, Head of IT, Virgin Megastores. "Our business communications have improved immeasurably since the MetaFrame implementation because we have an effective reporting system and standardised email access. We are able to manage the delivery of information to our stores in a more efficient, timely and consistent manner, thus enabling better-informed business decisions."

Citrix MetaFrame is also expected to reduce the cost of IT administration and support for Virgin Megastores. Management of the IT infrastructure is now much easier with Citrix Resource Management Services, which allows capacity planning, application tuning and performance troubleshooting. The IT staff also find it more straightforward to upgrade applications, as they need only be installed once on the server farm and they become instantly available to all users within minutes.

"Virgin Megastores now has a reliable inter-store IT architecture, and MetaFrame will form the basis on which it can build e-business initiatives," said Jane Rimmer, Marketing Director, Northern Europe, Citrix Systems. "By improving application access and management, Virgin Megastore's implementation will contribute to higher employee productivity, IT efficiency and customer satisfaction."

About Virgin Megastores

Virgin Retail (UK) Ltd operate 92 entertainment stores in the UK and the Republic of Ireland. Since the opening of the first Megastore in London's Oxford St in 1971 Virgin have been at the forefront of innovation in home entertainment retailing. As well as pioneering the Megastore concept, VMR instore radio and listening posts, Virgin continually strive to provide the customer with an exciting and rewarding retail experience.

About Citrix

Citrix Systems, Inc. is a global leader in application serving and portal software and About Citrix

Citrix Systems, Inc. is a global leader in application serving and portal software and services that provide personalised access to any application or information source - whether Windows®, UNIX® or Web-based - through any device, over any connection. Companies worldwide use Citrix technologies to integrate applications, content and business processes into a pervasive digital environment - a virtual workplace - offering seamless connectivity and a consistent user experience across the Internet, intranets, extranets, WANs, LANs and wireless networks. Citrix solutions drive cost efficiency, productivity and enhanced e-business opportunities by enabling companies to leverage existing IT resources and extend personalised information access to employees, partners, customers and suppliers.

Citrix products offer rapid, cost-effective deployment and include MetaFrame® application serving software, NFuse(tm) application portal software, Citrix Extranet(tm) VPN software, XPS(tm) portal software, application management products, and Citrix Independent Computing Architecture (ICA®), a core application serving technology. The company markets its application serving products through a well-established reseller channel and sells its portal software products directly to customers to

provide the level of customisation they need. Citrix is traded on the Nasdaq Stock MarketSM under the symbol CTXS, and is part of the Standard and Poor's 500 Index. Citrix is headquartered in Fort Lauderdale, Florida.

For more information, please visit the Citrix Web site at <http://www.citrix.com>

For Citrix Investors

This release contains forward-looking statements which are made pursuant to the safe harbor provisions of Section 21E of the Securities Exchange Act of 1934. The forward-looking statements in this release do not constitute guarantees of future performance. Investors are cautioned that statements in this press release which are not strictly historical statements, including, without limitation, statements regarding current or future financial performance, management's plans and objectives for future operations, product plans and performance, management's assessment of market factors, as well as statements regarding the strategy and plans of the company and its strategic partners, constitute forward-looking statements. Such forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by the forward-looking statements, including, without limitation, risks associated with the following: the success of the company's MetaFrame product line and the acceptance of the company's ICA protocol; the company's ability to develop and commercialise new products and services; the company's success in expanding into new geographic markets; the company's ability to expand its core business in large enterprise accounts; the company's ability to succeed in the transition to a paper/electronic licensing model; the size, timing and recognition of revenue from significant orders; increased competition, including potential competition from Microsoft and other companies; the results of the company's iBusiness and other new licensing programs; the rate of growth of the ASP market, and the company's ability to continue to develop and market products to meet the requirements of this market; the proportion of revenues derived from distributors, OEMs and other channels; changes in the company's pricing policies or those of its competitors, including Microsoft; the costs of developing, acquiring, or integrating new technologies or enhancements to existing products; the company's ability to successfully integrate and manage merged or acquired companies; the company's ability to develop new products, extend existing products, and maintain or develop such company's customer and employee relationships as a result of such merger or acquisition; the company's reliance upon its strategic relationships with Microsoft and other strategic partners; management of growth; the

possibility of undetected software errors; dependence on proprietary technology; risks that the company's portal strategy will not succeed in the manner anticipated; as well as risks of downturns in economic conditions generally, and in the software industry specifically, and other risks detailed in the company's filings with the Securities and Exchange Commission. Citrix assumes no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

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