

# FARALLON ANNOUNCES AFFORDABLE PLUG-AND-PLAY FIBER CONNECTIVITY

Submitted by: Principal Global Investors (Europe)

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New Fast EtherTX-FX Media Converter provides flexible, low-cost alternative to more expensive built-in Fiber solutions.

SAN LEANDRO, California, February 17th, 1999 - Farallon today announced a new Fiber converter for 100Base-TX devices. The Fast EtherTX-FX Media Converter easily connects 100Base-TX Fast Ethernet switches, hubs and cards that utilise unshielded twisted pair copper cabling, to 100Mb Fiber cabling. This new Fiber solution from Farallon provides customers with a flexible, low-cost Fiber alternative to more expensive switching solutions with built-in Fiber.

"Administrators look for affordable plug 'n play solutions to connect 100Base-TX hubs and switches in the network closet to a Fiber backbone," states Tim Noyes, Commercial Director at Principal Distribution Ltd. "Farallon's Fast EtherTX-FX Media Converter provides a flexible, easy-to-install solution at a very attractive price."

"The Fast EtherTX-FX Media Converter allows customers to interconnect their 100Mb devices over longer distances using Fiber optic cabling," says Farallon European Sales Manager, Anthony Fulgoni. "This is much more cost effective than buying solutions with Fiber connectivity built-in."

Farallon's Fast EtherTX-FX Media Converter Features:

- 100Base-TX RJ-45 & 100Base-FX ST connectors for 100Base-T copper to Fiber conversion
- IEEE 802.3u 100Base-TX & 100Base-FX standards for full protocol compatibility
- Full-duplex auto-negotiation switch for optimal network performance
- Cross-over uplink for maximum flexibility & expandability
- Diagnostic LEDs for easy at-a-glance monitoring
- Free technical support & lifetime warranty

Pricing and Availability

Farallon's new Fast EtherTX-FX Media Converter is now shipping and available through major distributors and resellers world-wide. For UK pricing details contact Principal Distribution. Farallon also offers a complete line of Ethernet and Fast Ethernet cards, adapters, hubs and switches. For additional product information and news, visit < <http://www.farallon.com/> >.

Notes to Editors

About Farallon Communications

Founded in 1986, Farallon develops and markets reliable plug-and-play Ethernet and Fast Ethernet

networking products designed to "Simplify Networking Through Innovation." With over 8 million customers worldwide, Farallon is dedicated to providing complete, easy-to-use networking solutions and world-class technical support to the Publishing, Education, Small Business and Home Networking communities. Further information can be obtained via phone 00.1.510.346.8000, web < <http://www.farallon.com> > or email < <mailto:info@farallon.com> >. Farallon headquarters are in San Leandro, California, with a European office in the UK.

#### About Dr. Farallon's FREE Network Performance Clinic

In line with Farallon's tradition of providing technical support, Dr. Farallon's Network Performance Clinic offers FREE telephone consultation to anyone seeking help with designing their network for optimal performance, no matter what their budget. For more information visit <<http://www.farallon.com/dr.farallon>>.

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#### About Principal Distribution

Principal Distribution is one of the UK's most dynamic value-added distributors providing market-specific product solutions to the UK reseller network. Principal manages its business through strategic divisions: Internet & Communications, Digital Video & New Media and Graphics & Publishing. The company employs over 50 people working from two centres in London and Yorkshire.

With over 1500 product lines, the company's vendor portfolio includes: Adobe, Alien Skin Software, Ariston, Bestware UK, DataViz, Deneba, Farallon Communications Ltd, G&A Imaging, GEO, Guildsoft Ltd, Insignia, IX Micro, Live Picture Inc., Miramar Systems Inc., Mobile Automation Inc, NetObjects, Netopia Inc., Optiquist, Pinnacle (miro), Pipeline Digital, Quark, SoftArc (First Class), Sonic Desktop Software, Sony, STF Technologies Inc., Strata, Symantec, Synergy, Teamsoft, Terran Interactive, Vertigo, Viewsonic and Xaos.

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