Akamai Delivers For Leading Broadcasters During Michael Jackson Memorial Service

Submitted by: Ascendant Communications

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…Leading global broadcasters leveraged Akamai for live streaming covering the memorial service as well as related news coverage throughout the day…

CAMBRIDGE, MA – JULY 8, 2009 - Akamai Technologies, Inc. (NASDAQ: AKAM), the leader in powering rich media, dynamic transactions and enterprise applications online, today announced online traffic statistics associated with live coverage of the funeral services of Michael Jackson.

Experiencing the second largest day ever in terms of total traffic on the Akamai network, the Company reported it delivered more than 2,185,000 live and on-demand streams in Flash® and Windows® Media formats. Total traffic on the Akamai network surpassed a rate of more than 2 terabits per second during the memorial service. A real-time view of streaming on the Akamai EdgePlatform can be seen at: http://www.akamai.com/html/technology/dataviz3.html.

Consumer interest in online news regarding all aspects of Jackson's life, death investigation and planned funeral proceedings has remained high since his death. Early on in the online streaming of the memorial services today, at about 1:00 pm EST, there was a peak on Akamai's Net Usage Index for News (http://www.akamai.com/html/technology/nui/news/index.html) at 3,924,370 visitors per minute, with more than 3.3 million visitors per minute coming from North America. On June 25th, at about 6:30 EST, as word of Jackson's death began to spread, traffic on the Net Usage Index for News spiked to 4,247,971 global visitors per minute at its peak as compared to average of approximately 2,000,000 visitors per minute globally. Seventy-five percent of visitors were accessing sites from within the United States. As a point of comparison, the largest day on the Akamai network in terms of total traffic on its network was the Obama Inauguration live streaming online in January 2009. Please see this press release for further data on that event: http://www.akamai.com/html/about/press/releases/2009/press_012009.html

"When a public figure of global prominence such as Michael Jackson passes away, the public's desire for up to date information and news is rarely satiated," said Robert Hughes, executive vice president of Global Sales, Services, and Marketing at Akamai. "Akamai's network has seen a steady stream of online traffic when news of any sort related to Michael Jackson is updated, and we expected demand from a global online audience around the online streaming of his funeral would be no different. For an event of this scale, Akamai's globally-distributed EdgePlatform is unique in its ability to bypass congestion points on the Internet, and to ensure a reliable, high-quality experience for our customers. While this event was supported without any issues for our broadcast customers, it is also important to point out that Akamai continued to deliver perfect quality of service for the remainder of our 2,800 enterprise customers. This is just the beginning of what is possible when broadcasting live to audiences around the world."

Akamai also delivered 548 Gbps of live and on-demand Flash streams utilizing Adobe Flash technology.

"Given the widespread impact Michael Jackson had on the pop music scene, it's no surprise millions of people watched his memorial service streamed live on the Web," said Jim Guerard, vice president and

general manager of Dynamic Media for Adobe. "We're pleased a global audience was able to access and experience this high-profile event – as it happened – via the Adobe Flash Platform over the Akamai Network."

Adobe Flash Player is on over 98 percent of connected computers and delivers approximately 80 percent of Web video worldwide, ensuring that content and applications are presented consistently in the format users want. For more information on the Adobe Flash Platform, please visit http://www.adobe.com/flashplatform.

The Akamai Difference

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, advertise, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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Akamai Statement Under the Private Securities Litigation Reform Act
The release contains information about future expectations, plans and prospects of Akamai's management that constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors including, but not limited to, the effects of any attempts to intentionally disrupt our services or network by hackers or others, failure to have available sufficient transmission capacity, a failure of Akamai's network infrastructure, and other factors that are discussed in the Company's Annual Report on Form 10-K, quarterly reports on Form 10-Q, and other documents periodically filed with the SEC.

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