



PRESS RELEASE

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Exponential-e and Sidera Networks enter strategic alliance to expand international network access to key financial hubs

Exponential-e, the leading business technology enabler and Ethernet specialist, and Sidera Networks, the premier provider of fibre optic-based network solutions, today announced they have forged a strategic alliance to expand each other's network reach and access to the world's leading financial centres.

Through this alliance, Sidera will expand its connectivity to key financial hubs throughout the United Kingdom, and Exponential-e will expand its US market presence with direct, low-latency connectivity to the New York and Chicago metro areas.

According to the World Economic Forum, London, New York and Chicago are among the top financial centres in the world, serving as a home to many of the top banks, exchanges and financial services organizations. As the demand for global connectivity increases, industry-leading providers are forming strategic alliances to address customer demand for direct access into these financial centres.

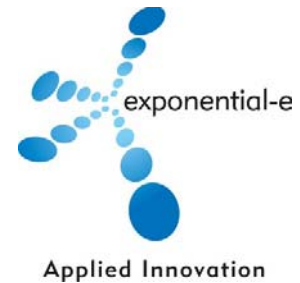
"We have been looking for direct access to key US financial centres for some time now to address growing UK customer demand for connectivity to leading metro areas such as Chicago and New York," said Mukesh Bavisi, Managing Director of Exponential-e. "Sidera's ultra low-latency connectivity and unique routes to these areas enables us to provide our customers with an even more powerful solution to succeed in their fast-paced marketplace."

"This announcement marks a significant milestone in extending our leadership in serving financial services clients, said Mike Sicoli, CEO of Sidera Networks. "The exciting expansion of Sidera's connectivity to London, coupled with our unique access to financial centres domestically and our deep knowledge of the financial services industry, is a powerful combination that no other provider can offer."

Sidera's unique access to key data centres and financial exchanges has attracted relationships with leading international telecommunications providers looking to gain a competitive advantage and enhance their connectivity.

Exponential-e and Sidera are among the companies attending the International Telecoms Week event in Washington D.C. from May 23 – 25.

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About Exponential-e

Exponential-e is serious about business, business-only networks and being the best in the business. So our founding philosophy was and remains simple; to build the premier network to support UK enterprises that are equally serious about their business.

Since our foundation (2002), we have adopted the policies and the leading edge engineering technologies that offer UK companies resilience, speed, control and versatility – the prerequisites for a non-stop compute network platform. In order to achieve this, we took network engineering decisions with only corporate clients in mind. Most importantly, we insisted that no consumer broadband traffic would disrupt our network's resilience and have any impact on our clients' business. This is a peerless and crucial differentiator to achieving the optimum up-time and low latencies required for your business.

VPLS is now the cornerstone of our Smart Wires® approach to cloud computing – both private and public cloud applications where we can offer the important end-to-end SLAs to support your cloud applications. Our VPLS experience is peerless and invaluable when it comes to meeting the design objectives for the most complex networks.

Today, we have 1,000 blue chip corporate clients and a balance sheet worthy of Dun & Bradstreet's coveted No.1 credit status. We offer old fashioned quality of service sustained and supported by world-class leading edge network solutions.

About Sidera Networks

Sidera Networks, LLC., www.sidera.net, is the premier provider of tailored, high capacity communications services to carrier and enterprise customers. Sidera Networks offers a comprehensive suite of facilities-based services including: Ethernet, SONET, Wavelength, Dark Fibre, Internet Access, Colocation and more. With a fibre optic network leveraging unique rights-of-way that spans from Maine to Virginia, out to Chicago and up to Toronto, Sidera is committed to delivering cost-effective, custom solutions coupled with superior industry expertise, service and support.