

NEWS RELEASE

For Immediate Release

CONVERSANT LAUNCHES SWIFTSERVE GLOBAL CONTENT DELIVERY PLATFORM

Conversant launches Asia's first purpose built ISP inclusive Content Delivery Platform

Singapore, 30th May, 2010 – Conversant today announced the launch of the SwiftServe Content Delivery Platform, a new generation Content Delivery Network (CDN) designed specifically to meet the rich media demands of the 21st century Internet around the world.

The challenge facing CDN's today is, given the growth in online video consumption, how to ensure quality of user experience to consumers of their customers content. Delivery over the content over the last mile to consumers is beyond the control of traditional CDNs. SwiftServe has been designed to overcome this issue through forming close working relationships with Internet Service Providers (ISPs), who control that all important last mile.

“SwiftServe represents the next generation CDN service which helps our customers like ISPs, Media Companies, Software Developers, Education Institutions to distribute their content online -- all at competitive cost and performance. SwiftServe offers the broadest and most innovative range of digital delivery services (from large digital assets to website acceleration) and is uniquely focused on serving Asia markets.” commented Kong Wai, Conversant Solutions CEO.

Of course, SwiftServe is a full service CDN with all the delivery methods content owners would expect, with support for all the latest streaming methods for both live and on demand content, be that Flash, Smooth or even streaming to the iPhone. In addition SwiftServe supports HTTP delivery of content ranging from web sites to large objects, such as software applications.

Mediacorp is already a customer of SwiftServe and has used the platform to successfully deliver live streaming of a number of high profile events such as the recent Radio News Event, Deepavali Live Concert and Vasantham 1st Anniversary Concert streaming services.

Goh Kim Soon, VP, Interactive Media Division, MediaCorp commented: "SwiftServe CDN has provided MediaCorp with a cost effective and reliable video delivery platform for our live events, backed up by good support and fast responsiveness from the service team.”

About Conversant Solutions PTE LTD

Conversant Solutions Pte Ltd was established in 2002 in Singapore and we currently focus on providing Software as a Service ("SaaS") and Products in the areas of office productivity, security and content distribution to Consumers, SMEs and Enterprises, in partnership with telecommunication service providers. For more information, visit www.conversant.com.sg.

About SwiftServe

SwiftServe is a managed content distribution specialist focussed on delivering the highest quality, performance and reliability to its customers. Headquartered in Singapore, its aim is to work with the leading companies in Asia to deliver an exceptional online experience, which will be achieved through its local expertise and heavy investment in deep regional infrastructure.

SwiftServe's business emphasis on co-opting the telecommunication service providers in the content distribution value chain will allow us to create a differentiated service offering that address the needs of our content owner customers and end users. For more information, visit www.swiftserve.com.

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