



ETHERNET ALLIANCE GEARS UP FOR FINAL 2010 GLOBAL MEMBER EVENTS WITH SC10 and ACP

Member Demonstration at SC10 to Highlight Ethernet Technologies for HPC Applications

November 8, 2010, Mountain View, CA – Members of the Ethernet Alliance joined together from November 4th – 6th, to participate in a live interoperability hot-stage in preparation for SC10. Participants in the hot-stage included: Amphenol, Broadcom, Brocade, Chelsio Communications, CommScope, Dell, Emulex, Force10 Networks, Fulcrum Microsystems, Intel, Ixia, JDSU, Mellanox, NetApp, Panduit, Spirent, and Volex Group. This is the fourth year that the Ethernet Alliance has participated in SC10 and the on-site demonstrations continue to grow in the technology depth and expertise.

“SC10 provides our members with another opportunity to demonstrate the flexibility of their products in a variety of test set-ups,” commented Blaine Kohl, chief marketing officer, Ethernet Alliance. “This year has proven to be a busy year for membership driven events and interoperability demonstrations. Our live technology demonstration at SC10 and participation at ACP in Shanghai only further showcases the value our members bring to a variety of industries at each event we participate in.”

The Ethernet Alliance was founded in 2006 to serve the Ethernet industry and promote the ongoing incubation, development, interoperability testing, and support of technologies based or dependent on Ethernet standards. The organization recognizes the vast impact of Ethernet on the communications industry and therefore seeks to touch a broad spectrum of the market, including consumer electronics, the network core, and all points in between. The Ethernet Alliance does this with interoperability demonstrations, presentations at industry shows and events, collateral, articles, and many other educational activities.

This year’s SC10 exhibition will be held from November 16th – 18th at the Ernest N. Moriale Convention Center (ENMCC) in New Orleans, Louisiana. Visit the Ethernet Alliance booth #4513 for more information about becoming an Ethernet Alliance member company. Visit the Ethernet Alliance website for a detailed list of the organization’s events calendar for 2010-2011 at: <http://ethernetalliance.org/events>.

About the Ethernet Alliance

The Ethernet Alliance is a global community of Ethernet end users, system and component vendors, industry experts and university and government professionals who are committed to the continued success and expansion of Ethernet. The Ethernet Alliance brings Ethernet standards to life by supporting activities that span from incubation to

interoperability. For more information, visit <http://www.ethernetalliance.org>.

Individuals who would like to receive updates on Ethernet Alliance news, activities and events may sign up for the Ethernet Alliance newsletter at <http://www.ethernetalliance.org/newsletter>.

Media Contact:

Rebecca B. Andersen
Pacific Bridge Marketing for Ethernet Alliance
RAndersen@PacificBridgeMarketing.com
+1.202.596.2652

The Ethernet Alliance and its logo are registered trademarks of Ethernet Alliance. All other company and product names may be trademarks of their respective companies.