

## WICK HILL WINS ALLOT'S EMEA DISTRIBUTOR OF THE YEAR AWARD

### Fourth distributor award for Wick Hill in 2009

*Woking, Surrey: 21<sup>st</sup> May, 2009* - Wick Hill has won Allot's EMEA Distributor of the Year award for the second year running.

Allot is a leader in quality of service (QoS), network visibility, and deep packet inspection (DPI) for application awareness.

Ian Kilpatrick, chairman Wick Hill Group, said: "I am delighted we have won this award. It's a recognition for our team and a reflection of the strength of Allot's solutions, which have gained significant market share. Allot's DPI products, which provide application awareness, have shown strong growth, alongside sales growth for Allot's NetXplorer and NetEnforcer network and bandwidth management solutions."

Kilpatrick pointed out that continued expansion of traffic volumes, coupled with continued growth in the types of traffic - VoIP, Skype, IM, etc. - means that network managers today increasingly need both visibility of network traffic and the tools to manage it.

#### **Four awards in 2009**

The Allot award brings Wick Hill's awards tally for 2009 to four. The company, which is experiencing strong sales growth, also recently won Check Point's EMEA Distributor of the Year Award, WatchGuard's Distributor of the Year Award for Major Markets and WatchGuard's Marketing Leadership Award.

#### **About Wick Hill**

Established in 1976, VAD (value added distributor) Wick Hill specialises in secure infrastructure solutions. The company's portfolio covers security, performance, access, services and management. Wick Hill sources and delivers best-of-breed, easy-to-use solutions through its channel partners, providing customer support, implementation, technical services and authorised training courses.

#### **About Allot**

Allot Communications (NASDAQ: ALLT) is a leading provider of intelligent IP service optimisation solutions for DSL, wireless and mobile broadband carriers, service providers, and enterprises. Allot's rich portfolio of hardware platforms and software applications utilises deep packet inspection (DPI) technology to transform broadband pipes into smart networks that can rapidly and efficiently deploy value added Internet services. Allot's scalable, carrier-grade solutions provide the visibility, security, application control and subscriber management that are vital to managing Internet service delivery, guaranteeing quality of experience (QoE), containing operating costs, and maximising revenue in broadband networks.

ENDS

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