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### **ETSY POWERS GROWING ONLINE MARKETPLACE FOR HANDMADE GOODS WITH FORCE10 NETWORKS SWITCH/ROUTERS**

**SAN JOSE, Calif., May 20, 2008** – Force10 Networks®, the pioneer in building and securing reliable networks, today announced that Etsy, Inc. has deployed the TeraScale E-Series® family of switch/routers and the S-Series family of access switches to increase the performance and reliability of its online marketplace for handmade arts and crafts. The scalability and resiliency of the Force10 solution enables Etsy, Inc. to support millions of customer page views and transactions while providing the capability to seamlessly expand as more than 50,000 new buyers join the marketplace each month.

“Hundreds of thousands of new items are added for sale each month, and our business could no longer tolerate a network with a single point of failure,” said Dusten Splan, senior system administrator at Etsy, Inc. “Force10 eliminated that concern by delivering the reliability and scalability that we require as more community members put their faith in our network as the go-to online marketplace for handmade goods.”

The Force10 TeraScale E600 switch/routers are at the foundation of the high performance network, providing the core scalability Etsy, Inc. requires to support increasing traffic demands. With support for 630 Gigabit Ethernet ports, two TeraScale E600s provide Etsy, Inc. with the redundancy and scalability to support the growing online arts fair.

The non-blocking backplane of the Force10 TeraScale E600 also ensures that the network can accommodate wide ranging traffic fluctuations that are typical in online marketplaces to deliver predictable network performance every hour of every day. Additionally, the non-blocking backplane also helps eliminate single points of failure, providing further system-level reliability that is critical in maintaining network uptime and ensuring the online marketplace is always accessible to Etsy, Inc.'s growing customer base.

To aggregate its servers and build reliability into the edge of the network, Etsy, Inc. has also deployed Force10 S50 switches. The combination of the S50s and the Force10 TeraScale E600s allows Etsy, Inc. to easily add capacity to the edge of the network without disrupting or deploying additional equipment in the core, providing a seamless path for scalability that will support future growth.

“Etsy has leveraged the online marketplace to create a true community, and that community relies on the network,” said James Hanley, senior vice president of worldwide sales at Force10 Networks. “The combined power and inherent reliability of the Force10 solution answers today’s bandwidth demands for this growing community and lays a strong foundation to support future initiatives with a lower total cost of ownership.”

Reliable Networking by Force10 delivers advances in reliability, network control and scalability to reduce total cost of ownership. By building a flexible network that is ready to support emerging and evolving applications, organizations can transform their networks into strategic assets.

For more information on how Etsy, Inc. is leveraging the Force10 Reliable Networking product portfolio, please visit <http://www.force10networks.com/applications/datacenters.asp>.

### **About Force10 Networks**

Force10 Networks is the pioneer in building and securing reliable, high performance networks. With its no compromise approach to networking and advances in high density Gigabit and 10 Gigabit Ethernet switching, routing and security, Force10 delivers the innovative technologies that allow customers to transform their networks into strategic assets at the lowest total cost of ownership. For additional information, please visit [www.force10networks.com](http://www.force10networks.com).

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