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### **LEADING LUXURY JEWELER LEVIEV POWERS DISTRIBUTED NETWORK ENVIRONMENT WITH FORCE10 NETWORKS C300 RESILIENT SWITCH**

**SAN JOSE, Calif., February 12, 2008** – Force10 Networks®, the pioneer in building and securing reliable networks, today announced that LEVIEV, the most exclusive diamond jewelry brand that offers an extraordinary collection of colored diamonds retailing for up to \$20 million in its New York, London and Moscow boutiques, has deployed the C300 resilient switch to build a high performance network that supports its retail stores and dispersed mobile workforce. The Force10 C300 provides the reliable network foundation that LEVIEV requires for always-on access to customer preference information, enabling the company to deliver the high touch service its clientele expects.

“LEVIEV caters to high net worth individuals and celebrities, where the speed and accuracy of our customer response can make or break a sale,” says Gireesh Sonnad, Chief Technology Officer at LEVIEV. “Delivering excellent service to this sophisticated clientele requires equally sophisticated network infrastructure, and the Force10 C300 provides us with the always-on access we need to ensure the key members of our mobilized staff have the information they need to better serve our clientele and create a true service advantage.”

LEVIEV is leveraging the unique functionality of the Force10 C300 to power both its data center and wiring closet, providing its worldwide boutiques with always-on access to information about the specific customer preferences, including which designs have been worn in the past. With support for 384 PoE-enabled line-rate Gigabit Ethernet ports, the C300 enables LEVIEV to deliver voice over IP (VoIP) and wireless access for its mobile sales force, which travels around the world to serve its clientele. Additionally, the C300 powers the audio and visual systems at LEVIEV's boutiques and provides the powered infrastructure that will support a future video conferencing system.

With retail stores around the world and temporary networks set up for special events in cities such as Cannes, Monaco and Dubai, LEVIEV requires a resilient network with maximum network uptime. The Force10 C300 features advanced power management that prioritizes PoE ports to guarantee continued performance in the event of a power supply failure. Additionally, FTOS ensures high availability with its modular code that isolates and protects software functions as well as advanced tools such as inline serviceability and online diagnostics.

“LEVIEV is representative of a new class of business that is leveraging its network to gain a service advantage over competitors,” said Stephen Garrison, vice president of marketing for Force10 Networks. “The C300 is designed to answer the pressing network infrastructure needs of mobile workforces like LEVIEV’s by providing the reliable network foundation that has the flexibility to meet future service and applications demands.”

Reliable Networking by Force10 Networks enables business with mid-sized data centers and LANs to enjoy the performance characteristics typically experienced in large, high-end data centers. With unique advances in reliability, network control and scalability, the Force10 product portfolio enables enterprises to lower their total cost of ownership by building a flexible network that is ready to support emerging and evolving applications.

### **About Force10 Networks**

Force10 Networks is a 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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