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FORCE10 NETWORKS PARTNERS WITH INDUSTRIA TO BUILD ICELAND'S FIRST PURPOSE-BUILT 3G MOBILE NETWORK

SAN JOSE, Calif., September 5, 2007 – Force10 Networks®, the pioneer in building and securing reliable networks, today announced that it has partnered with broadband solutions provider Industria to build Nova, Iceland's first purpose-built 3G mobile network. Industria's Digital Living™ unit designed and built the network with its Signal master control software suite and the Force10 TeraScale E-Series® family of switch/routers to enable Nova to deliver high value interactive entertainment services.

"During our initial research and business planning, we found that with a 3G network mobile operators like Nova can leverage the higher data throughput to bring high value, high bandwidth entertainment services to subscribers, increasing average revenue per user," said Gudjon Gudjonsson, CEO at Industria. "Together, Industria and Force10 are enabling this advancement by providing the reliable network foundation and service delivery tools to enable Nova to build a 3G network from the ground up."

Nova is deploying the Force10 TeraScale E-Series in the core of its transmission network to provide the high reliability and scalability required to support 3G differentiated services. Supporting 288 Gigabit Ethernet ports, the TeraScale E300 delivers the seamless scalability Nova requires to expand its network to deliver new services and support a growing subscriber base. Additionally, the unique architecture and robust FTOS software ensure the maximum network uptime that is essential for delivering entertainment services.

To provide entertainment services over its mobile network, Nova is using Industria's Signal master control software suite in conjunction with the Force10 TeraScale E-Series. Signal enables Nova to deliver a wealth of video and other entertainment services that are accessible from a standard mobile handset.

“High user expectations of mobile video and other entertainment services require mobile service providers to operate a reliable and predictable network,” said Stephen Garrison, vice president of marketing at Force10 Networks. “In our partnership with Industria, we plan to bring the same combination of network reliability and video services to other providers throughout Europe, enabling them to capitalize on the revenue potential of mobile video services.”

Industria and Force10 will continue to build on the success of their partnership in Europe. The combination of Force10’s Reliable Networking product portfolio and Industria’s Digital Living™, a ready-to-run fiber connection to the home, delivers to broadband providers the tools they need to roll out new networks and services.

Reliable Networking by Force10 Networks delivers the reliability, network control and scalability required to ensure the network is service ready. By combining these three performance characteristics, service providers can future proof their networks and gain long-term investment protection.

About Industria

Winner of a Red Herring 100 Europe award for 2006, Industria is an international, full-service broadband solutions provider and systems integrator specializing in the design, implementation and operation of fixed, mobile and converged networks. Industria delivers end-to-end telecommunications, broadband and entertainment systems and all associated services to customers including investment companies, utilities, property developers, builders, local authorities, government agencies, media companies and telcos.

The company’s extensive partner base and membership of several global industry forums on technology and business practices go towards making Industria a highly reliable provider of carrier-grade solutions in an intricate and competitive environment. Industria currently operates in Iceland, Denmark, Bulgaria, the UK, Ireland and China. For further information on Industria and the company’s activities, visit www.industria.com

About Force10 Networks

Force10 Networks is the pioneer in building and securing reliable networks. Based on a revolutionary system architecture that delivers best-in-class resiliency and massive scalability, Force10’s TeraScale E-Series switch/routers ensure predictable application performance, increase network availability, and reduce operating costs. Today, many of the world’s largest Gigabit Ethernet and 10 Gigabit Ethernet networks depend on Force10 Networks. For additional information, please visit www.force10networks.com.

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