



Zeus powers Comic Relief's site to new heights

Deployment of Zeus' ZXTM VA software provides greater scalability

CAMBRIDGE, UK – 12 March 2009 - Zeus Technology, the only software-based application traffic management company, today announced its latest ZXTM VA software will be powering the website for Comic Relief's Red Nose Day 2009 on Friday 13th March 2009, to help ensure one of the world's busiest e-commerce sites is fast and consistently available.

In 2007, the Red Nose Day site received 450,000 online transactions worth more than £16 million (25% of the total) in a seven hour window, with peaks of 54 transactions per second. Hence, factors such as ease of use, fast response times and maximum uptime will be key in helping to raise millions of pounds of donations that will make a difference to the lives of thousands of people in the UK and Africa.

Comic Relief's virtual web infrastructure has been upgraded to include the deployment of Zeus' ZXTM VA software running on a VMware virtual infrastructure. Implemented and installed in a matter of hours, the software forms part of the infrastructure that supports the delivery of the rich media content, the donations section of the site, as well as the call centre teams applications.

Zeus provides the ability to measure the performance of the site in real-time and will help ensure that it is highly available during peak periods and the seven hour TV show. In addition, the software also provides reporting and statistical information, key in supporting business decisions in the future.

Christian Riley, Technical Consultant to Comic Relief, explains: “Zeus was the right technical choice to partner with. Its ZXTM VA application traffic management software fitted seamlessly with our other virtual applications, providing us with an intuitive scalable, robust infrastructure. It’s a tried and tested solution that works and since its deployment, I’m delighted that we have overcome a number of technical challenges we previously faced. It simply does everything it says on the tin.”

Paul Brennan, CEO of Zeus, said: “Zeus is proud to be involved as a long-term Technology Partner, supporting Comic Relief. Our software will help ensure the site copes with managing the peaks in web traffic hits and the anticipated massive volumes of donations surrounding Red Nose Day. We hope the event is a huge success.”

-Ends -

About Zeus Technology

Zeus Technology provides software that enables businesses to create, manage and deliver exceptional online services. Implementing a Zeus software solution allows organizations to visualize and manipulate the flow of traffic to their web-enabled applications, ensuring a consistently robust web infrastructure. Coupled with the ability to deploy new online services very quickly, Zeus will help provide the competitive advantage your business needs. As the only software application traffic management solution available, the Zeus products are flexible whatever your deployment environment; physical, virtual or cloud. Zeus holds strategic partnerships with world-class companies such as AMD, Dell, Egenera, HP, IBM, Intel, Joyent, Oracle, Sun Microsystems, Qualcomm and VMware. Zeus powers over one million website infrastructures across the world including, Rapattoni, Business Financial Publishing, iLike, Rodgers Townsend, BT, China Telecom, NASA, PLAY.COM, STA Travel, and VNU. For more information, visit www.zeus.com.

About Comic Relief

- Red Nose Day is coming on Friday 13 March 2009 and is going back to its roots, asking people to Do Something Funny for Money!
- The Red Nose Day fundraising kit includes loads of ideas to help you Do Something Funny for Money! Order your copy now at www.rednoseday.com
- To make a donation, call 03457 910910 (Calls to our new 0345 number will cost the same as calls to 01 and 02 prefixed numbers and will be included as part of any inclusive minutes or discount package)
- Comic Relief’s vision is to create a just world, free from poverty
- Comic Relief, registered charity 326568 (England / Wales); SC039730 (Scotland)

Press contacts for Zeus Technology

Kate Hamilton

Hotwire

T. 020 7608 4671

kate.hamilton@hotwirepr.com

Stuart Wragg

Hotwire

T. 020 7608 4672

stuart.wragg@hotwirepr.com