



PieNetworks Partners with Ruckus Wireless to Deliver Wi-Fi for Business

PieNetworks Ltd today announced it would partner with Ruckus Wireless to support its drive to deliver carrier grade managed Wi-Fi solutions for Australian businesses.

The partnership with Ruckus Wireless, a world leader with its patented Smart Wi-Fi technology, positions PieNetworks to deliver best in class technology as part of its carrier grade managed Wi-Fi solutions to business.

The rapidly emerging business market for public Wi-Fi solutions is being driven by the spectacular market adoption of Wi-Fi enabled devices – both smartphones and tablets. Users with these devices are increasingly looking for Wi-Fi connectivity when they are out and about – high speed and low cost, carrier grade Wi-Fi is in many cases a much more attractive connectivity option than 3G.

Enterprise and retail, sports stadiums and event venues, airports and transport hubs, pubs and clubs, holiday parks, schools, libraries the opportunities for Wi-Fi deployment as a value added service for businesses to offer their customers are increasingly broad.

PieNetworks, with the support of Ruckus Wireless, recently worked with Tabcorp to deliver a compelling Wi-Fi experience for punters in the Nursery/Carpark area at the 2011 VRC Spring Carnival at Flemington. With the benefit of a high quality Wi-Fi solution, Tabcorp was able to provide all its customers with free high speed access from their Wi-Fi capable smartphone or tablet to Tabcorp content and mobile apps. It was a far more satisfying experience than for those customers who had to deal with highly congested 3G data services.

Craig Turner, CEO at PieNetworks, said "It's about recognising the opportunity businesses have to interact on-site with their customers via their Wi-Fi devices and a high speed connection, free of the congestion or variable signal quality many people experience with 3G services."

"Customer self-service applications, information on products and services, in-store promotions and offers – there's a huge opportunity for businesses with an established "bricks and mortar" footprint to use that to drive an online relationship with their customers via a managed Wi-Fi service".

PieNetworks is in a great position to benefit from a rapidly emerging enterprise and public Wi-Fi market opportunity. With over 10 years experience in delivering managed Internet services, typically with kiosk devices, PieNetworks has the operational capability and telco experience to provide true carrier grade Wi-Fi solutions.

"Mobile Internet users are sending and receiving more data today in one month than in the whole of 2008," said Carl Jefferys, Ruckus Wireless Country Manager. "PieNetworks' business strategy is to target markets where innovative customer contact and content solutions are being enabled through

robust Wi-Fi technology. In high density locations access to the Internet is challenging and frustrating and our award winning adaptive antenna technology ensures a 10-out-of-10 experience for users. We look forward to a strong and successful partnership between PieNetworks and Ruckus Wireless.”

About PieNetworks

PieNetworks Limited is an ASX listed company (ASX:PIE) with offices in Perth and Sydney, Australia. PieNetworks offers managed WiFi services and public Internet solutions to a wide range of customers, from small business through to large corporates across many industry sectors, and government. The Company is led by some of Australia’s most experienced telecommunications industry professionals, with a passion for the growth of wireless Internet enabled by the take-up of smart wireless devices that can then be leveraged by businesses to deliver better customer experiences. PieNetworks vision is to be a world leader in delivering managed WiFi solutions that enable "bricks and mortar" businesses to engage better with their customers. For more information, visit PieNetworks at <http://www.pienetworks.com.au/>

About Ruckus Wireless

Headquartered in Silicon Valley, Ruckus Wireless is supplier of advanced wireless systems for the mobile Internet networking market. The company markets and manufactures a wide range of indoor and outdoor "Smart Wi-Fi" products for mobile operators, broadband service providers and corporate enterprises around the world. Ranked as the top telecom company in the 2009 Inc. Magazine 500 list and named a World Economic Forum Technology Pioneer, Ruckus Wireless has realized dramatic growth. Since 2006, revenue and shipments have grown by over 1000 percent. Ruckus invented, and has patented, innovative state-of-the-art wireless technology that steers signals around obstacles and interference. This unique capability extends signal range and ensures consistent reliable distribution of delay-sensitive multimedia content and services over standard 802.11 Wi-Fi. The company has shipped over 2 million Smart Wi-Fi systems around the world and has raised \$51 million in funding from premier investors such as Sequoia Capital, Focus Ventures, Sutter Hill, Motorola, T-Ventures, Telus Ventures and Firelake Capital. The company is led by Ms. Selina Lo, president and chief executive officer. For more information, visit Ruckus Wireless at <http://www.ruckuswireless.com>.

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