



equaTEK Interactive Cuts Application Response Time Dramatically with Strangeloop Site Optimizer™

*Strangeloop Site Optimizer™ appliance makes an important difference to bottom line
for leading ecommerce community*

VANCOUVER, B.C. June 10, 2009 – equaTEK Interactive, an innovative web application developer, has selected the Strangeloop Site Optimizer™ to speed up its web-based applications, after a trial of the product resulted in page load times that were reduced by 50 percent.

"After integrating the Strangeloop Site Optimizer acceleration appliance into our network and configuring our sites to be treated, we have been amazed at the difference it makes in the performance of the applications that we run through it," said David Madison, equaTEK President and Chief Technology Officer. "Ultimately the proof is that, with no code changes on our end, response time has been cut in half. As a fast-growing online business, this is very important for our bottom line."

There is a growing body of research that demonstrates the direct relationship between site speed and revenue. In 2009, the Aberdeen Group released a study that revealed that issues with application performance are affecting overall business revenues by up to 9 percent. The same study also said that a 1-second delay in load times equals 11% fewer page views and a 16% decrease in customer satisfaction.

"Getting an online ecommerce community like CABWorx to market is a very difficult and complex task," said Strangeloop CEO Jonathan Bixby. "Performance and scalability ultimately affect the bottom line in terms of both customer conversions and the hidden costs of performance tuning the product itself."

About Strangeloop

Founded in 2006, Strangeloop's original product offering was the Strangeloop AS1000, a delivery-focused accelerator for ASP.NET. In 2010, the company launched Site Optimizer™, a next-generation solution that offers a powerful set of features that work together to provide roundtrip reduction, rapid rendering, and dynamic browser caching. Site Optimizer makes Strangeloop's web acceleration capabilities available to companies in different environments: as a hardware appliance, as a virtual appliance, and as a service via the cloud. Strangeloop clients – including AutoAnything, Sodexo, O'Reilly, and Visa Signature Hotels – report that, after

implementing Strangeloop solutions, their conversion rates have increased by up to 8.5% and they have experienced revenue increases of up to 52%. Strangeloop is based in Vancouver, BC. For more information, visit www.strangeloopnetworks.com.

About equaTEK Interactive

equaTEK Interactive is an enterprise Web solution development company whose customers range from individual entrepreneurs to a sector of the U.S. Department of Education. equaTEK's comprehensive services include individual commercial website development to enterprise level solutions that provide the complete foundation for a company's business workflow and collaboration. Specializing in the Microsoft .NET platform, equaTEK has built products that enable companies to control and manage their website (Interport), manage their e-commerce infrastructure and relationships (CABWorx), as well as the development of custom applications for contact relationship management (CRM), database management, business management and more. For more information visit, www.equatekinteractive.com.

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