

Pirog Increases Customer Conversions with Strangeloop Networks' Application Performance Solution

Strangeloop's AS1000 improves end-user experience for fastest growing online dating website in the Ukraine

Vancouver, B.C. –June 1, 2009 - Strangeloop Networks™ Inc., a leading provider of solutions that accelerate dynamic web applications developed with Microsoft's ASP.NET framework or which rely on web services, today announced that Pirog.ua, the fastest growing online dating website in Eastern Europe, has selected Strangeloop's AS1000 Application Scaling Appliance to speed up its web applications and ensure optimal website performance, as its business scales and demands on its website increase.

Pirog is the fastest growing dating website in Eastern Europe, where, every year, tens of thousands of people find love. Pirog continues to redefine the way single men and single women meet, flirt, date and fall in love, proving time and again that you can make love happen through online dating and that lasting relationships are possible. As such, Pirog is constantly looking to improve features while dealing with performance and scale issues. Using the Strangeloop AS1000 allows Pirog to focus on features while at the same time offering the fastest user experience in its category.

"Putting the Strangeloop AS1000 into production was incredibly simple," said Pirog CEO Denis Gorshkov, "the device paid itself back in a matter of months because we found that our conversion rates for both accounts and advertisements went up dramatically with better performance. The AS1000 is now a core part of our application delivery platform and is a true differentiator for our business in a competitive market."

The Strangeloop AS1000 appliance is the only solution on the market to automatically optimize web applications developed using the Microsoft ASP.NET framework. It sits in-line between a company's web servers and the network, and automatically optimizes ASP.NET and AJAX traffic, in real-time, with few changes to code, datacenter or network infrastructure. At the heart of the Strangeloop AS1000 lies Strangeloop's Choreography Engine™ – a heuristic tool that applies computing resources to key areas of ASP.NET and HTML performance and scalability problems. It carefully collects and analyzes traffic flow and data, and combines this real-time knowledge with optimization techniques to execute acceleration treatments. This traffic monitoring is perpetual, so the engine continually "learns" more and more about web traffic behavior and adds or changes the treatments accordingly, thus continually reducing payload sizes and browser and server compute times, resulting in decreased bandwidth needs and increased transaction capacity; ultimately ensuring optimal application performance at all times.

"The online dating business is very focused on user experience," said Jonathan Bixby chief executive officer of Strangeloop. "We are excited that Pirog has seen how the performance of their web application can improve customer conversion and ultimately the bottom line for the business.

About Strangeloop Networks

The Strangeloop Networks products accelerate dynamic web applications with unique, framework-specific solutions that require minimal changes to software coding and hardware infrastructure, freeing developers to focus on providing enterprises with value-added features. With the Strangeloop AS1000 Application Scaling Appliance for Microsoft ASP.NET and AJAX and the Strangeloop WS1000 Web Services Accelerator, enterprises dramatically shorten code cycles, improve application performance and throughput, more efficiently use bandwidth, achieve greater return on their investment in information technology (IT) staff, network and computing resources and boost customer satisfaction. Strangeloop is based in Vancouver, B.C. For more information, visit www.strangeloopnetworks.com.

About Pirog

Launched in April of 2005, Pirog pioneered the online dating industry in the Ukraine and is now available in 3 languages. With more active members than any other Eastern European dating Website, Pirog creates romantic opportunities to allow single men and women to find someone special. Their mission is simple: to help single men and women find the kind of relationships they're looking for. Their members are successful in finding meaningful relationship as every month, hundreds of couples share their love stories with the Pirog community. Pirog continues to redefine the way single men and single women meet, flirt, date and fall in love, proving time and again that lasting relationships can be found online. For more information, visit www.pirog.ua.

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