



PROXILLIANT AND ROTAL.COM ANNOUNCE STRATEGIC RELATIONSHIP

Proxilliant's Cable Access Management System to be Distributed by Rotal

MAYNARD, Mass. (March 16, 2009) – Proxilliant Systems Corp. and Rotal.com Ltd. announced today that Rotal will distribute and support Proxilliant's Cable Access Management System (CAMS), an integrated hardware and software solution for proactive, cable-based service health management. The companies are partnering on the upcoming deployment of CAMS at HOT Telecommunication Systems Ltd. in Israel.

CAMS provides comprehensive and continuous information about network and service health while actively improving service quality — necessary as cable operators look to profitably deliver their advanced services broadly and deeply throughout their networks. Through CAMS, intelligence deployed deep into the access network works in concert with sophisticated software in the regional head-end or central data center. This intelligent management of the HFC network is uniquely combined with the industry's only managed ingress suppression technology, Proxilliant's patented **Dynamic Ingress Blocking™** technology. CAMS enables operators to dramatically reduce their field and network troubleshooting time and costs by pinpointing issues quickly, while also eliminating the propagation of quality-eroding ingress.

“We are excited about our distribution relationship with Proxilliant and the opportunities for our customers in the cable industry,” said Ofer Kachan, Broadband Account Manager at Rotal.com. “With CAMS, cable operators can now instantly detect and easily locate any issue while continuously suppressing ingress close to its source.”

“Our partnership with Rotal, which is recognized for its complete solutions for cable operators, will help to extend Proxilliant's presence in the global marketplace,” said Sonia Khademi, CEO of Proxilliant. “We are pleased to be working with Rotal to deliver on CAMS' promise of proactive service health management — unprecedented levels of service reliability, operational efficiency, and overall profitability.”

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About Proxilliant

Proxilliant Systems enables cable companies worldwide to deliver advanced, two-way services with reliability, operational efficiency, and profitability previously unattainable. With intelligence deployed deep in the access network at the neighborhood level, Proxilliant's proven Cable Access Management System proactively reduces upstream noise, enabling a dramatic increase in upstream bandwidth capacity while slashing field and network troubleshooting time and cost. For the first time, cable operators can precisely isolate fault and performance issues and obtain a comprehensive view of health across RF, IP and QoE. Founded in 2005, Proxilliant is headquartered in Maynard, MA, USA, and venture funded by Northzone Ventures and Creandum.

About Rotal

Founded in 1983, ROTAL.com Ltd, a subsidiary of C. Mer, is a full-solution provider to the cable television and IPTV industries, a fiber optic system and equipment provider and home networking resource. Rotal serves the needs of its customers with tailor-made products and services.

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