

Coyote Point Systems Enables BigBuzz to Deliver the High Availability Customers Demand for Their Websites

(SAN JOSE, Calif., June 24, 2004) – Coyote Point Systems today announced the company's Equalizer™ application traffic management solution is helping BigBuzz, a business application developer, maintain a stable, manageable and cost effective network while ensuring customer satisfaction. Coyote Point helps the Long Island-based company fully utilize their existing network infrastructure and simplify its ability to maintain and manage its server farm. As a result BigBuzz is able to successfully deliver excellent client service with 99.999 percent availability to its e-commerce clients whose success depends upon the websites hosted by BigBuzz. Additionally, BigBuzz has reduced overall IT costs and maximized precious datacenter real estate through the use of Coyote Point's Equalizer.

BigBuzz serves as designer and host to websites for clients such as www.FantasyFootballChamps.com. The company has been successful in launching hundreds of websites and online business applications for their clients both nationally and internationally. Despite BigBuzz's experience with web hosting, network traffic had not been an issue for the company until a client's website was featured on television. BigBuzz was unprepared for the strain that was placed on its network as a result of a sudden surge in traffic, ultimately resulting in an untimely network crash. Based on a strong recommendation from a current client, www.iVote.com, and their own technology evaluation, BigBuzz added Coyote Point's Equalizer to load-balance their server farm and more intuitively route server request. BigBuzz explored other application traffic management options but found other solutions lacked their flexibility and scalability requirements, or could not deliver a proven return on investment.

"When that crash occurred we realized the potential impact a network surge could have on not only our client's revenues and reputation, but our own as well," said Kevin Kelly, BigBuzz's president and CEO. "We had to move quickly and we felt the solution from Coyote Point was the best way to modernize our infrastructure without tremendous cost. We ultimately decided to implement Coyote Point's Equalizer based on its compatibility, flexibility, manageability, and value. Since implementing the Equalizer, BigBuzz has never had a website crash due to a network challenge and we've been able to expand our services without having to incur significant IT costs or add servers to our data center."

Over the past four years, BigBuzz has continued to grow, with clients spanning the globe. With Coyote Point's Equalizer in place, the company has been able to add a significant number of new customers while experiencing no drop in performance on its original cluster of 22 servers. Equalizer's sophisticated algorithm ensures that each request is automatically distributed to the server best equipped to handle the demand, thus using each server to its maximum potential without ever overloading the cluster.

"Before we purchased Equalizer, we were worried we would have to add to our IT staff just to manage the box, like with other equipment we've purchased in the past. However, after the initial set up, Equalizer has required almost no maintenance," added Kelly. "At BigBuzz, we believe in



keeping things simple and easy to use. Coyote Point's strength is definitely in the simplicity of their products."

About BigBuzz

BigBuzz was established in 1997 as a local web development company servicing the needs of companies looking to establish their presence on the World Wide Web. BigBuzz, now a highly experienced web, multi-media, and online business application development company designs, develops and deploys cutting edge Web solutions and business applications. BigBuzz uses its expertise in strategy consulting, creative design and systems engineering to provide services that help clients identify and capitalize on Internet-driven opportunities to improve and expand their business. Headquartered in New York, BigBuzz has brought together some of the best designers, programmers, and database technicians in the tri-state area. For more information, please visit www.bigbuzz.com.

About Coyote Point Systems

Coyote Point Systems, Inc. has pioneered intelligent Internet traffic management solutions that ensure the highest performance, availability and reliability of customers' network infrastructures. The company's robust line of local, regional, and global load-balancing solutions is easy to deploy and maintain, requiring significantly less resources to manage than competing offerings. More than 1,500 customers worldwide deploy Coyote Point's solutions to maximize their IT resources, minimize their risk to Website failure, and protect their brands and reputations. Coyote Point is headquartered in San Jose, CA and has distributors in Europe, Asia, Australia, and Africa. The company can be contacted directly at 1-650-969-6000 or on the web at <http://www.coyotepoint.com>.