



Blinaugural “Content Networking Forum” Draws Internet Service Providers to Los Angeles

Event Co-Hosted by BandCon and Level 3 Communications

Costa Mesa , Calif. June 13, 2007 Wholesale network infrastructure provider BandCon and Level 3 Communications have announced plans for the first annual Content Networking Forum at Caf Pinot in Los Angeles on Wednesday, June 13, 2007. The three-hour event will provide a platform for providers in the content networking space to interact directly with industry experts to address broad industry and regional issues.

In addition to BandCon participation, the forum will feature a panel of industry experts from Level 3 Communications, Equinix, Panther Express and Peak Web Consulting. These experts will discuss industry trends, risks and strategies for profiting when implementing services such as content delivery networking, metro connectivity, colocation and peering.

The panel will address topics such as:

- How a content provider can effectively and efficiently scale their network
- Basic models for distributing traffic via the Internet
- Networking strategies for improving performance and lowering costs associated with content distribution

“This event provides an excellent opportunity for content providers, systems engineers, technology specialists and network administrators in Los Angeles to discuss (challenges associated with and) high-level strategy tied to connectivity within the LA area and moving traffic across the globe,”said Todd Braning, Vice President of Network Services for BandCon who will lead the panel discussion.

The event is expected to draw more than 40 Web-related companies. Registered attendees range from the largest content delivery network provider and the largest colocation provider to leading video content sites and hot new social networking sites.

About BandCon

BandCon is the network provider for large content Web sites, providing the most flexible and scalable complete network solutions for IP transit, transport, colocation, CDN and peering. BandCon’s ‘Content Delivery System’ is specifically designed to provide delivery mechanisms that coincide with sites immediate and ever changing needs. As a site matures the delivery methods will vary between transit, CDN, transport and peering. BandCon synergizes these methods into a cohesive group of products maximizing economics and performance. BandCon provides its Content Delivery System for MySpace, Internap, Revver, Vonage, Nine Systems and Skype.

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