



Wireless Broadband anytime & anywhere

Azalea Networks Launches Mesh360 Channel Partner Program to Support Exclusive Value-Added Reseller Network

Channel program provides tools, technology and market knowledge to promote patented wireless mesh network solution

Milpitas, California – September 15, 2008 – Azalea Networks, a leading innovator in wireless network equipment and technology, today introduced its Mesh360 Channel Partner Program. The program offers sales support, technical training, and lead generation programs to assist value-added resellers and system integrators who belong to Azalea’s exclusive distribution program.

As part of Azalea’s strategy to bring its market-leading technology to North America, Azalea has inked agreements this year with value-added distributors WAV, Inc. and Northern Video Systems. “Azalea’s unique broadband wireless routing technology will be delivered with the professional support of a complete channel program,” commented Brian Carlson, Azalea general manager of North America. “We view our partners as a close circle of professionals (hence the name ‘Mesh360’) who have the wireless networking expertise needed to bring our solution to markets throughout North America,” he added.

Azalea’s technology is unlike any other in the marketplace, providing municipalities, public safety applications, oil and gas operations, shipping ports, distribution centers, and business and education campuses with the benefits of turnkey wireless solutions. Norm Dumbroff, president and CEO of WAV, Inc., said, “We’re pleased to offer our solution providers the breakthrough wireless mesh technology from Azalea. The wireless industry is undergoing a technological renaissance and we’re excited to be providing this technology to a variety of industries,” he added.

The Azalea Mesh360 Channel Partner Program offers members:

- The newest wireless networking technology based on Azalea’s patented routing solution
- Industry leading capacity, scalability and performance
- Unequaled cost-to-performance ratio
- Technology optimized for voice, video and mobile applications
- A wireless mesh solution that facilitates complementary product sales

- Access to a multi-billion dollar wireless market
- Channel commitment with sales, technical, and marketing support

To drive business directly through the channel, Azalea's program will provide channel partners with sales kits, market data, collateral, and lead generation programs including e-marketing, direct mail, and trade show support. "Channel members will benefit from a complete program that creates awareness, targets key industries, and offers sales training as well as technical certification training," reported Frederick Harris, director of channel sales and management.

Resellers and system integrators may apply to become Mesh360 Channel Partners by visiting www.azaleanet.com/Partners/Channel.

About Azalea Networks

Azalea Networks, headquartered in Silicon Valley, California, (www.azaleanet.com) is the first company to provide network intelligence to its broadband wireless mesh infrastructure through an innovative wireless routing technology that sets new standards in price and performance. Azalea's solution is ideal for service providers, government agencies, and industrial enterprises that need the superior high performance, scalable capacity, quality of service, seamless mobility and other advantages made possible by true, intelligent network routing.

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