

For Immediate Release:

University of Phoenix Stadium (Home of the Arizona Cardinals)— The First NFL Facility to Deploy Sumitomo's FutureFLEX Air-blown Fiber Technology

Research Triangle Park, NC, November 14, 2006 — Sumitomo Electric Lightwave announced today the successful deployment of its FutureFLEX® Air-blown Fiber® LAN infrastructure at University of Phoenix Stadium, the new home of the NFL's Arizona Cardinals, which has been named one of the ten most impressive sports facilities on the globe by Business Week magazine. Unlike traditional fiber optic infrastructures, the FutureFLEX Air-Blown Fiber backbone provides the stadium with immediate scalability with fiber and bandwidth on demand to support quickly and easily the stadium's advanced Cisco IP technology, distributed antenna wireless network, redundant data centers, broadcast video distribution, and other state-of-the-art operations including the stadium's renowned retractable roof and North America's first and only removable field.

Commissioned to develop the most advanced, flexible, and scalable network possible, information technology (IT) solutions provider Insight, Inc. chose the FutureFLEX system as part of its integrated solution to provide conveniences unmatched in the industry for the multiple stakeholders of the stadium. The 1.7 million square foot facility includes wireless network access from every seat for fans, seamless voice, data and video for facilitating Cardinal team-member communications, and quick-response FutureFLEX-enabled network reconfigurations for the stadium's concession vendors, event customers, and numerous broadcasters that demand quick network changes to meet their continuously changing requirements.

"The FutureFLEX infrastructure makes it possible for us to bring on new capacity in hours or days, rather than weeks or months", comments Mark Feller, technology director for the Cardinals. " It resolves many IT issues by providing immediate scalability and quick and easy fiber installations (without construction crews disrupting operations or the facility) for a bandwidth-ready network backbone. The FutureFLEX system also eases the planning and budget process for not only expected network growth, but enables us also to meet quickly any unexpected network expansions, moves, adds, and changes required to accommodate future technology and new projects or events, such as the hosting of the Fiesta Bowl and 2008 Super Bowl XLII. Based upon these benefits, FutureFLEX is changing the way IT views the physical layer."

By eliminating certain limitations of conventional fiber optic infrastructures— such as the pre-purchase and pre-installation of a certain fiber type and fiber count (dark fiber) that presents the costly risks of having installed too little, too much, or soon-to-be obsolete fiber — FutureFLEX, installed at the stadium by Kearney Electric of Arizona, allows fiber bundles to be quickly blown at speeds of up to 150 feet per minute when and where fiber is required on an as-needed basis. Fiber can be blown out with compressed air and reused as quickly and easily as new fiber can be blown in, preserving the stadium's fiber investment. The stadium essentially can blow in multimode fiber today, blow it out from the highway of tube cable interconnecting the stadium, and blow in single-mode or 10 gigabit fiber that same day in a matter of minutes or hours, eliminating the days or weeks of planning and the high installation costs required to pull conventional cable.

With FutureFLEX, network upgrades, reconfigurations, adds, moves, and changes generally average 1/10 of the time (saving 90% of the labor cost) than that of a conventional cabling backbone. Since fiber is blown and reconfigured through fiber termination and distribution units, fiber installation and changes require only two installers, eliminating the construction crews necessary to pull fiber optic cable, which often causes disruption to the facility, network downtime, and interruptions to stadium staff and visitors. "The behind the scenes FutureFLEX fiber installation provides a seamless process that is unobtrusive in maintaining the stadium's operations as one of the most versatile, multifunctional, technology progressive sports venues in the world," adds Feller.

" Our goal was to design a technologically advanced network to maximize and enhance the experience for fans, players, management, vendors, as well as the numerous non-football event customers we host," says Feller. "Since our inaugural opening on August 12, 2006, I believe we're succeeding."

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About Sumitomo Electric Lightwave and FutureFLEX® Air-Blown Fiber® System:

Sumitomo Electric Lightwave (SEL), located in Research Triangle Park, NC, is dedicated to the development and manufacturing of both conventional optical fiber cable and air-blown fiber systems, as well as fusion splicing equipment and FTTH/FTTP solutions. SEL is a subsidiary of Sumitomo Electric Industries (SEI), which was cited in the recent Cable Industry Analyst report as the world's largest cable manufacturer. Representative FutureFLEX customers include: ESPN, CNN, Pentagon, United Airlines, Starbucks Coffee, Dallas-Fort Worth International Airport, Johns Hopkins University, Mayo Clinic, Atlanta Motor Speedway, MGM Grand, Nissan, ConocoPhillips and more. For additional information, call 800-358-7378 or visit www.sumitomoelectric.com and www.futureflex.com.

About University of Phoenix Stadium

The 63,400-seat stadium (expandable to 73,000) is located in Glendale, Arizona and hosts its primary tenant, the Arizona Cardinals NFL(National Football League) football team. In addition to serving as an NFL stadium, the facility offers 160,000 square feet of exhibit space and 20,000 feet of meeting rooms to serve as a multi-purpose facility for hosting concerts, motor sports, corporate tradeshows, and other non-football related events. The stadium features a retractable roof and a grass field that rolls out of the stadium on a 12-million pound tray; the first removeable field in North America. The stadium has become renowned for its architectural excellence, state-of-the art conveniences and amenities, as well as its advanced technological design (headed by Senior Director, Information Technology, Mark Feller). For more information, visit www.azcardinals.com.

About Insight

Insight North America, Inc. is a leading provider of IT products, services, and solutions to businesses, government, and educational institutions in the United States and Canada. Insight offers over 200,000 IT products, along with a full line of services spanning the entire IT lifecycle. It is a wholly owned subsidiary of Insight Enterprises, Inc. (Nasdaq: NSIT) and is ranked number 552 on Fortune Magazine's 2005 'Fortune 1000' list. For additional information, call 480-902-1001 or visit www.insight.com.

About Kearney Electric:

Founded in 1977 as a small industrial electrical contractor, Kearney Electric has grown to be the leading electrical and communications contractor in the state of Arizona. Its reputation in the design-build and design-assist market led to Insight, North America, Inc. to utilize Kearney's expertise for the University of Phoenix project. Kearney was instrumental in presenting the Sumitomo FutureFLEX solution to the Arizona Cardinals stadium design team at the early stages of the project when network flexibility and scalability were identified as key objectives. For additional information about Kearney's full line of services, visit www.KearneyAZ.com or call 602-437-0235.

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