

For Immediate Release

Sumitomo's FutureFLEX Air-blown Fiber Infrastructure Receives *INTERNET TELEPHONY*[®] Magazine's 11th Annual Product of the Year Award

FutureFLEX Air-blown Fiber Recognized for Outstanding Innovation

Research Triangle Park, NC (January 19, 2009) — Sumitomo Electric Lightwave announced today that *INTERNET TELEPHONY* magazine (www.itmag.com) has named Sumitomo's FutureFLEX[®] Air-blown Fiber[®] (www.futureflex.com) as a recipient of its 2008 Product of the Year Award.

FutureFLEX Air-blown Fiber is an advanced fiber optic LAN infrastructure solution for the immediate control of bandwidth, network capacity, and costs incurred by enterprises and IT departments. By blowing in or blowing out any type of fiber bundle (multimode, single-mode, laser optimized 10 Gig) throughout the network at speeds of up to 150 feet per minute, the network can be quickly and easily upgraded, expanded, or reconfigured in a matter of minutes or hours versus the days, weeks or months associated with a conventional fiber optic infrastructure. The FutureFLEX technology is recognized as a fiber optic structured cabling system that typically saves an enterprise 70 to 90% of the time and costs for network moves, adds, and changes while generating continuous return on investment (ROI).

“ We are very pleased that Internet Telephony, a prominent IT publication, has recognized the importance of the LAN and the advances of FutureFLEX Air-blown Fiber technology,” comments Kurt Templeman, enterprise network manager for Sumitomo. “With the onslaught of high-bandwidth services, growing interest in green technologies, and emergence of difficult economic times, the FutureFLEX system offers bandwidth on demand, a clean and renewable backbone infrastructure, and a way for enterprises to reduce significant costs.”

The FutureFLEX Air-blown Fiber system is RoHS compliant and encompasses many green attributes. Unlike traditional fiber optic cable, fiber bundles can be blown out of the fiber pathway undamaged and may be reused in the network, creating a continuously renewable and sustainable network infrastructure with no end to its life cycle. Network upgrades, expansions, and reconfigurations require no construction work, thereby eliminating waste and debris, as well as hazardous abandoned cable, unused dark fiber, and other environmentally compromising materials. Moreover, a blown fiber infrastructure takes up less building space and provides virtually unlimited network capacity, thereby allowing HVAC and other energy systems to operate with unobstructed air flow.

“Sumitomo Electric Lightwave has proven they are committed to quality and excellence while addressing real needs in the marketplace. *INTERNET TELEPHONY* is pleased to grant a 2008 Product of the Year Award to Sumitomo's FutureFLEX Air-blown Fiber Infrastructure solution,” said Rich Tehrani, TMC President and Editor-in-Chief of *INTERNET TELEPHONY* magazine. We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from Sumitomo in the future.”

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: the Pentagon, ESPN, CNN, DFW International Airport, McCarran International Airport, Johns Hopkins University, Mayo Clinic, Hershey Medical Center, Canadian House of Commons, Atlanta Motor Speedway, MGM Grand, Toyota, ConocoPhillips, and the Arizona Cardinals (University of Phoenix) Stadium (home of the 2008 Super Bowl), and others. For additional information, call 800-358-7378 or visit www.sumitomoelectric.com and www.futureflex.com.

About INTERNET TELEPHONY magazine

INTERNET TELEPHONY has been the VoIP Authority since 1998™. Since the first issue in February of 1998, *INTERNET TELEPHONY* magazine has been providing unbiased views of the complicated converged communications space. *INTERNET TELEPHONY* offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. *INTERNET TELEPHONY* magazine has a circulation of 225,000 including pass-along readers. For more information, please visit www.itmag.com.

About TMC

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), and [Call Center 2.0 Conference](#). For more information about TMC, visit www.tmcnet.com.

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