

**EarthLink Showcases Importance of Business and Cloud Network Optimization to Win Demanding Tech-Savvy Omni-Channel Consumers at NRF 2016**  
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NEW YORK, Jan. 18, 2016 (GLOBE NEWSWIRE) -- Delivering against customer expectations has always been important to retail success. But today, *customer expectations* have given way to *customer demands*. At the [NRF](#) Annual Convention & EXPO, EarthLink will share its plans to empower retailers to get off to a fast start meeting those demands. EarthLink will showcase the role smarter, highly optimized networks play in delivering cloud-driven services that support superior in-store and online experiences to finicky tech-savvy buyers.

Building Smarter Networks will be the theme for EarthLink, a leading network services provider dedicated to enabling retailers to deliver great customer experiences. EarthLink will showcase how smarter networks are instrumental to transforming the way retailers serve and interact with customers to win their trust, favor and ongoing loyalty.

"Retailers are accelerating their move to the cloud," said Rick C. Froehlich, executive vice president and chief commercial officer, EarthLink. "The Network has to keep pace with this. As a pioneer in building and delivering network services, EarthLink can help retailers accelerate this move in a secure and cost effective manner with hybrid network models, which include MPLS, IPsec, SD-WAN, and other forms of network-as-a service."

EarthLink will use its presence at *Retail's BIG Show* to connect with industry leaders to discuss their needs, and the increasing importance of cloud-based services geared to supporting both consumers and store associates. All of which ties directly to the value the network plays in enabling retailers to adopt the latest technology trends, drive productivity, and enhance customer and employee experiences. Among those trends, the company will also cover the emergence of SD-WAN, which will soon become the platform of choice for even more agile, customer centric networks.

EarthLink will showcase a variety of solutions to optimize, accelerate and secure essential cloud-based applications, data, and real-time interactions, including:

- Cloud Express, for improved performance of SaaS apps hosted with leading cloud vendors
- Application Performance Optimization, to cost effectively add bandwidth while gaining visibility and control
- Security and Compliance services to protect retailers from damage from retail data breaches
- Secure WiFi to empower shoppers and mobile apps to enhance and speed the in-store experience
- Hosted Voice and Contact Center solutions for improved customer support and responsiveness
- A range of current/coming network solutions, including MPLS, Hybrid Networks and SD-WAN
- Professional Services to select and build the ideal network/vendor infrastructure for your needs

EarthLink will also introduce their new Cloud and Network Maturity Assessment tool, enabling retailers to assess their progress moving towards a customer-centric hosted environment. EarthLink's believes retailers that intelligently make this transition will continue to win the hearts, minds and wallets of tech savvy omni-channel shoppers.

Find EarthLink at NRF booth #3471 at the Jacob Javits Convention Center.

#### **About EarthLink**

EarthLink ([EarthLink Holdings Corp.](#)) (NASDAQ:ELNK) provides managed network, security and cloud solutions for multi-location businesses. We help thousands of specialty retailers, restaurants, financial institutions, healthcare providers, professional service firms and local governments deliver a reliable and engaging customer experience in their stores and branch offices. We do so by building and managing [MPLS WAN networks](#), by providing virtualized infrastructure, [security](#), [hosted voice](#), secure WiFi and [compliance solutions](#), and by offering exceptional customer care. We operate a nationwide network spanning more than 28,000 fiber route miles, with 90 metro fiber rings and secure data centers that provide ubiquitous data and voice IP service coverage. Our EarthLink Carrier™ division sells facilities-based wholesale telecommunications to other providers and our award-winning Internet services connect hundreds of

thousands of residential customers across the U.S. For more, [www.earthlink.com](http://www.earthlink.com) and follow [@earthlink](#), [LinkedIn](#) and [Google+](#).

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