



## Retail Ventures, Inc. Standardizes on ADTRAN Switches for Store Network Deployments

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NetVanta 1000 Series Managed Ethernet Switches Selected for Value City, Filene's Basement, and DSW Shoe Warehouse Stores

ADTRAN(R), Inc. (NASDAQ:ADTN), a leading provider of network access equipment, today announced that Retail Ventures, Inc. (NYSE:RVI) which operates 116 Value City Department Stores, 172 DSW Shoe Warehouse Stores, and 26 Filene's Basement Stores has standardized on NetVanta 1000 Series Ethernet Switches for their store networks. The switches will handle data from all store activities including inventory control, price checking, and Point of Sale (POS) transactions.

"We considered a number of solutions from other major vendors, but ADTRAN's NetVanta switches were a better value," said Dennis Moore, director of enterprise architecture, Retail Ventures, Inc. "NetVanta switches have the functionality we need today, with the option to migrate to fiber uplinks or add VPN in the future for added cost savings. Furthermore, ADTRAN is known for reliability, so I knew I was not taking a risk with an ADTRAN switch."

There were three main factors that led Retail Ventures to standardize on NetVanta switches. First was cost. ADTRAN's switching solutions are priced well below other leading vendors and offer free firmware updates and telephone technical support resulting in a lower Total Cost of Ownership (TCO). In addition, no maintenance contract is required to receive these services. Next was the management interface. ADTRAN's familiar Command Line Interface (CLI) emulates the de facto standard, meaning a short learning curve and no retraining for experienced personnel. Third, but equally important, was reliability. These devices are critical for retail network performance where downtime means dollars-lost and is simply unacceptable.

"ADTRAN switching solutions are perfect for retail customers like Value City, Filene's Basement, and DSW Shoe Warehouse Stores," said Joe McClain, product manager, ADTRAN Enterprise Networks Division. "They provide the feature set and functionality business customers require, at a price point that is very compelling, especially for cost-conscious businesses that are equipping large numbers of branch offices."

### About NetVanta 1000 Series Switches

The NetVanta 1000 Series of managed Ethernet switches is designed for cost-effective Local Area Network (LAN) switching. This scalable, full-featured product line is suitable for networks requiring LAN interconnectivity or network segmentation, including Fast Ethernet and Gigabit Ethernet applications. The NetVanta 1000 Series uses the ADTRAN Operating System (OS) to provide advanced switching features at a fraction of the cost of other managed switch products. Pre-installed ADTRAN Standard Feature Pack firmware provides non-blocking, standards-based Layer 2 switching functionality including Virtual LANs (VLANs), traffic prioritization, advanced management and remote configuration. This series includes the NetVanta 1224 24-port Layer 2 switch; the NetVanta 1224ST 24-port Layer 2 switch with dual Gigabit uplinks; the NetVanta 1224R 24-port Layer 2 switch with integral router and WAN interface; and the NetVanta 1224STR 24-port Layer 2 switch with integral router, WAN interface, and Gigabit uplink.

About Retail Ventures, Inc.

Retail Ventures, Inc. is a leading off-price retailer currently operating 116 Value City Department Stores in the Midwest, mid-Atlantic and southeastern U.S., 26 Filene's Basement Stores in the Northeast, and 172 better-branded DSW Shoe Warehouse Stores in major metropolitan areas throughout the country. DSW also supplies, under supply arrangements, to 202 locations for other non-related retailers in the United States.

#### About ADTRAN

ADTRAN, Inc. is one of the world's most successful network access equipment suppliers, with a 17-year history of profitability and a portfolio of more than 1,300 solutions for use in the last mile of today's telecommunications networks. Widely deployed by carriers and enterprises, ADTRAN solutions enable voice, data, video, and Internet communications across copper, fiber, and wireless network infrastructures. ADTRAN solutions are currently in use by every major domestic service provider and many international ones, as well as by thousands of public, private, and governmental organizations worldwide.

For more information, contact the company at 800 9ADTRAN (800 923-8726) or via email at [info@adtran.com](mailto:info@adtran.com). On the Web, visit [www.adtran.com](http://www.adtran.com).

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