



2901 Tasman Drive, Suite 218
Santa Clara, CA 95054
408.982.4210
408.982.4220 (Fax)

BroadLight Expands its Sales Organization

New Regional Sales Vice Presidents Join the Team

July 5, 2010 – Santa Clara, Calif. – BroadLight, the leading supplier of Intelligent Fiber Access Processors, today announced that it has hired Mr. Abbie Kwan as regional sales VP, APAC and Mr. Wade Giles as regional sales VP, Americas. Both will join Mr. Israel Ferber, regional sales VP, EMEA, in managing BroadLight’s growing amount of fiber access sales opportunities.

“We are extremely pleased to hire professionals with the strong credentials and management experience that both Abbie and Wade bring to BroadLight,” said Raanan Gewirtzman, CEO of BroadLight. “Considering the current ramp of GPON deployments and our clear market lead with end-to-end GPON solutions, there is enormous potential for our newly expanded sales team to lead us into BroadLight’s next phase of high growth.”

BroadLight will continue to grow and strengthen its sales team in order to meet sales and partnership opportunities across all global markets.

About BroadLight

BroadLight is a fabless semiconductor company supplying intelligent processors to equipment vendors for Fiber Access applications around the globe. Its technology spans from Central Office to Customer Premises which enables the delivery of emerging services through highly integrated, low-cost solutions. The *RunnerGrid™*, BroadLight’s home grown Network Processor enables best-in-class quality of experience with the highest flexibility. As a result, BroadLight is the leader in GPON semiconductor devices and software and is currently powering all of the world’s largest GPON deployments.

BroadLight Media Relations

Nicole Bernstein
pr@broadlight.com
+972-54-523-3021

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