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## AppLovin Scales Out Mobile Advertising Platform Globally with Internap's Bare-metal IaaS

### Internap's AgileSERVER powers AppLovin's marketing platform

ATLANTA, Nov. 3, 2015 /PRNewswire/ -- Internap Corporation (NASDAQ: INAP), [a provider of high-performance Internet infrastructure services](#), today announced that AppLovin is using Internap's bare-metal Infrastructure-as-a-Service offering, AgileSERVER, to scale-out its performance-intensive mobile advertising platform globally. In 2013, AppLovin migrated its real-time big data application from Amazon Web Services' (AWS) public cloud to Internap's higher-performing and more cost-effective bare-metal infrastructure. Over the last two years, AppLovin has leveraged AgileSERVER to scale-out its application globally, serving more than 50 billion ad requests daily in 2015.

AppLovin utilizes data insights from customers' interactions across mobile platforms to deliver effective ad targeting for brands to reach its consumers on mobile devices. With a direct correlation between speed of ad delivery and conversion rate, ads must be served within 100 milliseconds of the initial request to reach the target demographic. Less than one year after AppLovin was founded, the company realized that AWS's virtualized infrastructure could not scale cost-effectively and would not be able to meet its performance needs as the company's user-base grew. Internap's AgileSERVER combines the dedicated processing power of bare metal with the agility of the cloud, allowing AppLovin and others to achieve peak performance and scalability for mission-critical applications and big data workloads on OpenStack.

"Our business depends on serving 50 billion daily requests as quickly and efficiently as possible so we always want to implement infrastructure that's innovative," said John Krystynak, founder at AppLovin. "Internap has continued to advance AgileSERVER with new hardware such as NVMe storage, enhanced networking capabilities and flexible billing options. These collectively enable us to build out a high-performing infrastructure environment while also achieving significant cost savings. AgileSERVER 2.0 also gives us access to the entire OpenStack ecosystem of tools, for easy infrastructure management with granular control options."

The dramatic growth in video online advertising, coupled with increased global demand for digital advertising solutions, has caused AppLovin's workloads to increase significantly in the last year, from 10 terabytes of data and 7 billion ad requests daily in 2014 to more than 60 terabytes and 50 billion ad requests daily in 2015. During this growth, AppLovin has leveraged AgileSERVER for scaling the company's ad serving front-end application. In an effort to constantly improve the speed at which ads are delivered, AppLovin has recently implemented Internap's new Non Volatile Memory Express (NVMe) storage for AgileSERVER, which delivers up to 10 times the performance of today's fastest-available SSDs and can generate more than one million IOPs per server. Underlying AgileSERVER's high performing hardware is Internap's route-optimized Performance IP connectivity service, which enables AppLovin to achieve lower latency and accelerated application performance. AppLovin is now using AgileSERVER globally in several Internap data centers.

"Digital advertising has been experiencing tremendous growth and, for ad tech companies whose real-time applications face millions of requests every second, AgileSERVER is able to process data much faster than equivalent virtualized environments," said Peter Bell, senior vice president, global sales, Internap. "With the newest enhancements to AgileSERVER, organizations building cloud-native applications can take advantage of a wide range of new features focused on performance, from NVM storage to greater infrastructure control with image management functionality and auto-scaling capabilities."

Internap also provides AppLovin with 24/7 global support. Internap's knowledgeable support team makes sure AppLovin has the hardware and equipment that best fits its needs.

"When you're putting your core business in the hands of an infrastructure provider, there needs to be a lot of trust and attention to detail," said Krystynak. "We have good communication with Internap, and that gives us confidence that we can continue to build together."

### AgileSERVER 2.0, Internap's newest bare-metal IaaS

In October 2015, Internap announced the general availability of the next generation of its bare-metal IaaS, AgileSERVER 2.0. Built on the native OpenStack platform, AgileSERVER 2.0 features significant hardware, networking and management enhancements designed to meet the needs of enterprises and devops teams deploying mission-critical applications and big data workloads. Customers can hybridize AgileSERVER with Internap's OpenStack-based AgileCLOUD virtual cloud instances, as well as colocation, managed hosting or on-premise infrastructure to best match application needs. In addition to existing hourly and monthly configurations, organizations that need micro-bursts of high-performing infrastructure for specific tasks,

such as media rendering, now also have the option of paying on a per-second basis, more precisely aligning costs with capacity demand.

### Supporting resources:

- Blog Post - AgileSERVER: Introducing bare-metal IaaS on OpenStack: <http://www.internap.com/2015/10/26/agileserver-introducing-bare-metal-iaas-on-openstack>
- Video - Provision bare-metal IaaS on OpenStack: <http://www.internap.com/resources/provision-bare-metal-on-openstack/>
- Data Sheet - AgileSERVER: <http://www.internap.com/resources/agileserver/>

### About Internap

Internap is the high-performance Internet infrastructure provider that powers the applications shaping the way we live, work and play. Our hybrid infrastructure delivers performance without compromise - blending virtual and bare-metal cloud, hosting and colocation services across a global network of data centers, optimized from the application to the end user and backed by rock-solid customer support and a 100% uptime guarantee. Since 1996, the most innovative companies have relied on Internap to make their applications faster and more scalable. For more information, visit [www.internap.com](http://www.internap.com).

### Forward-Looking Statements

This press release contains forward-looking statements. These forward-looking statements include statements related to the performance of our Internet infrastructure services and the benefits that our customers may receive from them. Because such statements are not guarantees of future performance and involve risks and uncertainties, there are important factors that could cause our actual results to differ materially from those in the forward-looking statements. These factors include the actual performance of our Internet infrastructure services; the reaction and behavior of customers and the market to our company; our ability to react to trends and challenges in our business and the markets in which we operate; the availability of services from Internet network service providers or network service providers providing network access loops and local loops on favorable terms, or at all; failure of third party suppliers to deliver their products and services on favorable terms, or at all; failures in or intrusions into our network operations centers, data centers, network access points or computer systems; our ability to provide or improve Internet infrastructure services to our customers; and our ability to protect our intellectual property; our ability to avoid infringing the intellectual property of others; as well as other factors discussed in our filings with the Securities and Exchange Commission. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. We undertake no obligation to update, amend or clarify any forward-looking statement for any reason.

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