press release

Jan. 15, 2014, 3:09 a.m. EST

dm Drugstore Corporation Uses ADVA FSP 3000 to Connect Mission-Critical Data Centers throughout Europe

ADVA Optical Networking Technology Plays Key Role in Business Continuity Applications

MARTINSRIED/MUNICH, Germany, Jan 15, 2014 (GLOBE NEWSWIRE via COMTEX) -- ADVA Optical Networking announced today that dm Drugstore Corporation is using the ADVA FSP 3000 to transport mission-critical information between its data centers. With approximately 50,000 employees and revenues in excess of 7.6 billion Euros in the 2012/2013 fiscal year, it's vital that dm Drugstore Corporation has the most robust and secure IT infrastructure available. FILIADATA, the IT subsidiary of dm Drugstore Corporation, operates several business continuity and high-availability solutions, including a high-end IBM Parallel Sysplex environment. The backbone of this environment is an optical transmission solution based on the ADVA FSP 3000, which has recently been installed in cooperation with FILIADATA's long-standing partner, TelemaxX.

"Trust is a quality that our team values. It's something that we build into everything we do. Not just in our technology but in our every action," said Uli Schlegel, business development, SAN Solutions, ADVA Optical Networking. "When you're dealing with your customers' mission-critical data, with their reputation, with their business, you know that there cannot be any mistakes, any missed steps. This is part of the reason why we're helping dm Drugstore Corporation with its IBM mainframe Parallel Sysplex connectivity. They know our technology's reputation, they know what our team is capable of. As with all of our customers, they trust us. They know their data and their business is safe."

Deployed by many of the Fortune 500 companies, geographically dispersed and redundant IBM mainframes provide high-end business continuity applications for uninterrupted application uptime. This continuous uptime is critical for organizations that require their business applications to be always on and data to be available every second of every day. The ADVA FSP 3000 has a long history of being used within this specific data center environment. ADVA Optical Networking has worked closely with IBM for more than a decade to ensure that its technology meets IBM's exacting standards and rigorous qualification programs. This close interworking relationship between the two companies was one of the principal reasons that dm Drugstore Corporation chose the ADVA FSP 3000.

"As a partner for network and communication solutions, we've built a strong relationship with the dm Drugstore Corporation. We've helped them to develop a network capable of meeting their customers' demands, of meeting their own business expectations," commented Stephan Sluzewski, technical manager, TelemaxX. "When FILIADATA discussed

the need to connect IBM mainframes in a Parallel Sysplex over more than 10 kilometers, there was only one clear option. The ADVA FSP 3000 is the perfect fit for the data center environment. The superior functionality combined with the extensive IBM test and qualification program provides our customers with the most secure data transport that we've ever encountered. What's more, the ADVA Optical Networking team provides a level of support that is simply unheralded in the industry. This is a package that was tailor-made for dm Drugstore Corporation."

Watch the latest ADVA FSP 3000 video for more information: http://adva.li/3dfsp3000 .

About ADVA Optical Networking

ADVA Optical Networking is a global provider of intelligent telecommunications infrastructure solutions. With software-automated Optical+Ethernet transmission technology, the Company builds the foundation for high-speed, next-generation networks. The Company's FSP product family adds scalability and intelligence to customers' networks while removing complexity and cost. With a flexible and fast-moving organization, ADVA Optical Networking forges close partnerships with its customers to meet the growing demand for data, storage, voice and video services. Thanks to reliable performance for two decades, the Company has become a trusted partner for more than 250 carriers and 10,000 enterprises across the globe. For more information, please visit www.advaoptical.com .

About TelemaxX

TelemaxX operates four high-security data centers in Karlsruhe, which lay the foundation for secure and highly reliable operations of its own and its customer's IT systems. The security of sensitive data is always guaranteed. TelemaxX's customers are always aware of where their data is stored. TelemaxX specializes in customized data center space and colocation solutions to meet the requirements of their customers. Furthermore, TelemaxX is able to offer professional telecommunications services for business customers based on its own fiber optic backbone network. www.telemaxx.de

Published By:

ADVA Optical Networking SE, Martinsried/Munich and Meiningen, Germany

www.advaoptical.com

For Press:

Gareth Spence

t +44 1904 699 358

public-relations(at)advaoptical.com

For Investors:

Wolfgang Guessgen

t +49 89 89 0665 940

investor-relations(at)advaoptical.com

HUG#1754637

http://www.globenewswire.com/newsroom/ti?nf=MTMjMTAwNjQzMTUjMjc4OTc=