For Release

ECI to Debut its ELASTIC Network Strategy at a Variety of Events Worldwide in June Including Big Telecom Event in Chicago and WDM and Next Generation Optical Networking in Nice

ECI's ELASTIC Networks are tailor-made solutions designed to evolve
with the changing needs of the telecom industry

Petach Tikva, Israel, June 1, 2015 --- ECI Telecom announced today the official launch of the company's ELASTIC networks strategy, designed to enable customers to seamlessly and cost-effectively adapt in tandem with the demands of the continuously evolving telecom market.

"Today, the only thing constant is change itself. With the accelerating pace of business transformation, our customers find themselves pushed to change and adapt faster. ECI identified this industry trend long ago and set its sights on providing tailor-made products and services to make this change as smooth as possible," said ECI CEO Mr. Darryl Edwards.

Central to ECI's ELASTIC Networks is the company's SmartLight™ portfolio framework which leverages the company's vast networking experience. It is comprised of four interconnected functional blocks: a transport hardware layer, a control layer, an SDN applications layer and a comprehensive security layer encapsulating the other three. The company has also adopted open APIs for full functionality in multi-vendor environments, NFV functionality on key platforms and software upgradable functionalities. ECI's advanced packet-optical product lines continue to combine top-notch performance with OPEX saving efficiencies, which ensure they will service customers for many years ahead. All are intended to benefit both new customers, business growth in North America, as well as ECI's very large global installed base.

Mr. Edwards continued, "In the last few years, ECI has undergone a major transition. In fact, we could actually say ours is a Cinderella story, as we were able to make a successful transition in a difficult market environment. Today, with the launch of the ELASTIC Networks, we are making a new debut, and reaffirming ECI's industry leadership. Our ELASTIC Networks vision has inspired the company to push for open, secure and vendor-agnostic solutions. Our new suite of products and services are all aligned with our elastic vision and are guaranteed to bring customers success and increased profitability."

Examples of new products and services include: the recently announced LightApps™ software defined networking (SDN) apps, LightSec™, a security suite delivered via network functions virtualization (D-NFV), the 400G flex grid blade, and ElastiCLOUD™ for all types of cloud networking. Additional solutions addressing key industry verticals will be announced shortly.

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Experience the ELASTIC Networks for yourself. Visit us at **Big Telecom Event**, Chicago, IL, June 9-10 at booth # 701, **Asia Utility Week** in Bangkok, June 9-10 at booth #0037, and **WDM and Next Generation Optical Networking** in Nice, France, June 22-25, at booth #11.

ABOUT ECI

ECI is a global provider of ELASTIC network solutions to CSPs, utilities as well as data center operators. Along with its long-standing, industry-proven packet-optical transport, ECI offers a variety of SDN/NFV applications, end-to-end network management, a comprehensive cyber security solution, and a range of professional services. ECI's ELASTIC solutions ensure open, future-proof, and secure communications. With ECI, customers have the luxury of choosing a network that can be tailor-made to their needs today as well as seamlessly and cost effectively upgraded to future requirements.   For more information, visit us at **www.ecitele.com**.

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