



Upland Software Acquires Clickability Web Content Management Business

Acquisition Expands Upland's Enterprise Work Management Solutions for Marketing Departments

AUSTIN, Texas, December 23, 2013 – Upland Software, the world's largest cloud provider of enterprise work management software, announced today that it has acquired Clickability, the leading cloud-based platform for web content management. Upland purchased the business from Limelight Networks (NASDAQ: LLNW), which acquired Clickability in 2011 and changed its name to Orchestrate™ Content Management. Upland will be reinstating the Clickability brand name. Financial terms of the transaction were not disclosed.

Clickability is the leading SaaS Web Content Management platform (WCM) that empowers marketers to build and manage their websites and web-related content more effectively. Clickability enables enterprise marketers and online publishers to create, manage and publish content globally to any device; track and personalize visitor experiences; and implement web-based branding, social media, and demand generation campaigns. Unlike most Web Content Management solutions, the Clickability platform is 100% Software-as-a-Service, allowing for secure cloud-based access from anywhere in the world, frequent and seamless upgrades to all customers, and a rapid pace of product innovation.

“This transaction represents the latest step in our commitment to make Upland Software the undisputed global leader in cloud-based enterprise work management software,” said Jack McDonald, Chairman and CEO of Upland Software. “With the proliferation of new markets, channels, devices, and technologies, marketing organizations now have more projects, information, processes, and systems to manage than ever before. With Clickability, we are adding cloud-based Web Content Management to the family of Upland cloud products already used by leading marketing organizations to improve program planning, cost transparency, project management and collaboration.”

As with all prior acquisitions, the existing management, development, marketing, sales and client support teams will remain in place and run the Clickability product line within Upland. Upland will continue to invest in the development, marketing, and support of Clickability, and all existing Service Level Agreements and support arrangements will remain unchanged.

This is the sixth cloud software business to be integrated into Upland Software in the past two years. First was the merger of PowerSteering and Tenrox followed by the acquisitions of EPM Live, FileBound, and ComSci.

“We're pleased to close this deal with Upland Software, ensuring our web content management customers are in good hands, while creating an exceptional opportunity for the strong team that

Upland is acquiring,” said Robert Lento, Chief Executive Officer, Limelight Networks. “We are confident Clickability will thrive as a product line in the Upland Software family.”

According to Jeff Freund, Vice President and General Manager of Web Content Management at Limelight Networks, Upland Software and Limelight will work closely together with their joint customers to ensure a seamless transition. Freund will also continue to assist Clickability in an advisory capacity.

Canaccord Genuity acted as financial advisor to Upland Software on the transaction.

About Clickability

Clickability™ is the leading global platform for cloud-based Web Content Management (WCM). It enables enterprise marketers and media companies to create, maintain and deliver websites that shape visitor experiences. With world-class website delivery infrastructure, powerful content management and innovative website marketing applications, the Clickability platform serves more than 600 million pages per month and powers hundreds of websites in more than 50 languages. Enterprise customers such as Amcor, Cantor Fitzgerald and PR Newswire, as well as media and entertainment leaders such as Gray Television, Journal Communications and Philadelphia Newspapers, rely on Clickability’s cloud-based platform to reduce costs, increase revenues, build global brands and deliver better visitor experiences. Clickability is part of the Upland Software family of cloud-based Enterprise Work Management applications. To learn more about Clickability and its cloud-based platform, visit www.clickability.com or visit the Clickability user conference in Spring 2014, when the company will officially re-launch the brand.

About Upland Software

Upland Software is the world’s largest cloud provider of Enterprise Work Management software. Upland is the only cloud software provider that offers a comprehensive family of best-of-breed applications that enable organizations to align their goals, projects and programs, optimize their resource utilization and workflows, efficiently manage content and information, and empower teams to collaborate and work effectively. From strategic planning to work execution, Upland drives business results for more than 1,200 enterprise clients with 300,000 active users in 50 plus countries. To learn more, visit www.uplandsoftware.com.