

# Aurora Networks Acquires GoBackTV

Aurora Networks Acquires GoBackTV to Round Out Technology Expertise Related to DOCSIS® and Edge QAMS

2 May 2011

## Aurora Networks Primed to Make Additional Acquisitions to Realize Incremental Growth

**SANTA CLARA, CA - May 2, 2011** - Aurora Networks, Inc., the No.1 optical transport solutions provider for cable operators, announces today the acquisition of GoBackTV, Inc. Achieving 20 consecutive quarters of profitability, the company is in a strong cash position to make this first acquisition. The financial details of the acquisition have not been disclosed.

GoBackTV, headquartered in Menlo Park, CA, has approximately 20 current employees that will be integrated into Aurora Networks' Santa Clara campus. Aurora Networks expects the companies to be fully combined within two months.

In October 2010, as part of its business expansion plans, Aurora Networks brought on Scott Weinstein as the company's vice president of new business development. Weinstein, who has more than 15 years experience in investment banking and mergers and acquisitions has been a key factor in helping the company identify organic and inorganic growth opportunities.

### Planned Expansion of Aurora Network's Offering for Cable Operators

"GoBackTV fills expertise in evolving areas that represent timely opportunities for Aurora Networks to expand its technology in line with the needs of cable operators," said Guy Sucharczuk, chairman, president and CEO of Aurora Networks. "We are using this acquisition to increase our technology base enabling us to expand the breadth of our product lines, thus maintaining our lead as the cable operator's main partner to build future-proof networks."

To round out its offering, Aurora Networks will strategically integrate key technologies from GoBackTV's current product line of headend and edge solutions into its current product line. GoBackTV's product offering complements Aurora Network's strategy as its solutions are a flexible and future-proof way to deploy all-digital video services.

Supporting cable operators' need to offer new revenue producing services, GoBackTV brings relevant expertise for a full spectrum of stream-based video services.

### About Aurora Networks

Aurora Networks is evolving cable by focusing on innovative solutions that build future-proof networks to accommodate the cable subscriber services of today and tomorrow. Aurora Networks is the only pure-play optical transport solution provider that is focused solely on cable operators. Using its

proven understanding of cable networks, Aurora Networks delivers unique solutions - such as its Fiber Deep architecture and digital return technology - to address specific issues of the cable industry. A technology leader driven by innovation and industry-firsts, Aurora Networks enables leading cable operators across the globe to compete with a cost-effective, optimized launch pad for next-generation cable services. To learn more about Aurora Networks' core cable solutions, please call 408-235-7000 or visit [www.aurora.com](http://www.aurora.com).

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