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**For Immediate Release**

**LINKSYS NAMED AS A WINNER OF THE MANAGING AUTOMATION 2008  
PROGRESSIVE MANUFACTURING 50 AWARDS**

***Linksys Will Be Honored at the Progressive Manufacturing Gala in June  
for its Success in Achieving New Operational Efficiencies***

**IRVINE, Calif. – March 20, 2008** – Linksys®, a Division of Cisco Systems, Inc., and the recognized leading global manufacturer of voice, wireless, and networking hardware for home, Small Office/Home Office (SOHO) and the small business user, today announced it was selected as a winner of the fourth annual Progressive Manufacturing 50 Awards, selected by *Managing Automation*, a Thomas Publishing Company, LLC media brand.

“This recognition by *Managing Automation* is a tremendous honor for our team that has reshaped the Linksys supply and demand chain by achieving new operational process improvements,” said Mark Payne, vice president, worldwide operations for Linksys. “As part of this award, we also recognize the strength of our partnerships with Symphony Metreo and IBM, whose technology have played significant roles in our supply chain success.”

Linksys was lauded for successfully transforming its global supply and demand chain to support new business growth and achieve operational excellence. The company teamed with partners Symphony Metreo and IBM to launch an initiative focused matching forward-looking supply and demand to better manage inventory levels and decrease the impact of volatile demand on the rest of the supply chain. This cross-functional solution succeeded in creating more structure and accountability across stakeholder groups to drive better, more informed decision-making while reducing inventory without a decrease in customer satisfaction, increasing margin, decreasing expediting charges and improving productivity.

The Progressive Manufacturing 50 Awards Program recognizes 50 projects that have achieved distinction in at least one of the eight core disciplines defined by *Managing Automation* as critical to business success in the years ahead. These disciplines include: Business Model Mastery, Customer Mastery, Supply Network Mastery, Data & Integration Mastery, Innovation Mastery, Training & Education Mastery, Leadership and Operational Excellence.

Project nominations were reviewed by an independent judging panel chaired by David Brousell, Editor-in-Chief, *Managing Automation*. Judges evaluated and scored nominated projects based on the following criteria: project scope, business impact, customer impact, technology use and scale. Progressive Manufacturing 50 winners were the companies receiving the highest total scores in their respective categories.

“This new crop of Progressive Manufacturing winners reflects the amazing creativity and determination alive today in the manufacturing community,” said David R. Brousell, Editor-in-Chief of *Managing Automation*. “These companies are taking bold steps to rethink their business models and processes, their relationships with customers and partners, and to create new advantages for themselves in business speed and value. In doing so, they are positioning their organizations for greater success now and in the years ahead.”

The Progressive Manufacturing 50 award winners will be honored and presented with their awards at the Progressive Manufacturing Black Tie Gala June 10-12, at the Four Seasons Hotel in Las Vegas.

### **About Linksys**

Founded in 1988, Linksys, a Division of Cisco, (NASDAQ: CSCO) is the recognized global leader in voice, Wireless and Ethernet networking for consumer, SOHO and small business users. Linksys is dedicated to making networking easy and affordable for its customers, offering innovative, award-winning products that seamlessly integrate with a variety of devices and applications. Linksys provides award-winning product support to its customers. For more information, visit [www.linksys.com](http://www.linksys.com).

### **About Managing Automation**

Managing Automation, published by Thomas Publishing Company, LLC, provides a complete set of decision-support informational tools for progressive manufacturers – companies who are using information and automation technologies to transform their businesses and create a sustainable competitive advantage. Its monthly magazine, website, information technology comparison and match database, and executive conferences reach the entire integrated technology buying team – executives, line-of-business managers and IT management – at every stage of the technology buying process. Additional information can be found at [www.managingautomation.com](http://www.managingautomation.com).

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