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**Packeteer's<sup>®</sup> Intelligent Application Delivery Solution Helps Keep Fares Low for  
Canada's Leading Low-Fare Airline**

WestJet Airlines Deploys PacketShapers<sup>®</sup> to Optimize Bandwidth

**Cupertino, Calif. – December 17, 2007** – Packeteer<sup>®</sup> (NASDAQ: PKTR), the global leader in WAN application delivery, announced today that WestJet (TSX: WJA), Canada's leading low-cost airline, has deployed the PacketShaper<sup>®</sup> intelligent application delivery solution to optimize bandwidth utilization and satisfy stringent transaction response time requirements for its online reservation system and voice-over-IP (VoIP) communications. By employing PacketShaper's industry-leading application visibility, intelligent compression and secure application QoS capabilities, WestJet expects a return on its investment in less than a year by avoiding an increase in WAN bandwidth.

WestJet has grown rapidly since its founding in 1996, when it commenced flight operations with 220 employees and three planes serving five destinations. The company now has over 6,700 employees, and operates a fleet of 70 next-generation Boeing 737s that serve 33 destinations in Canada, the U.S, Mexico and the Caribbean. All employees are either occasional or regular users of the WestJet network, which is centralized at redundant datacenters in Calgary, Alberta.

William Lee, WestJet's manager of technical infrastructure, sought out a WAN optimization solution that could help keep WestJet's fares low by minimizing the network's operational expenses. "I conducted thorough due diligence with PacketShaper customers who rated the product very highly for its comprehensive application visibility, sophisticated bandwidth management capabilities, cost-effectiveness and ease of use," Lee said.

WestJet first implemented a pilot project involving a single PacketShaper at the datacenter to gain visibility into all applications running on the network, and to manage bandwidth utilization more effectively with the appliance's traffic shaping feature. "We really liked the way a single, central PacketShaper appliance gave us such complete control over traffic across the enterprise, and knew it had improved overall performance. But we did not fully appreciate the extent of the improvement in application response times and service quality until users complained when the trial ended," said Lee.

WestJet's production implementation of the PacketShaper began with two model 6500 systems deployed in a high availability configuration but has since upgraded to redundant model 10000 systems at the datacenter, and deployed model 3500 systems at 10 of its larger bases of operation. The online reservation system and VoIP applications get the highest priority, but WestJet continues to permit recreational traffic, according to Lee. "We have an open culture at WestJet, and many of our employees are away from home for extended periods. So I really appreciate being able to control but not block their personal use of the network."

In addition to shaping traffic, WestJet is also using PacketShaper's application-intelligent Compression Module that employs multiple compression technologies to increase WAN throughput by up to a factor of 100. The optional Compression Module is installed at those locations served by 1Mbps links in WestJet's MPLS network.

WestJet's implementation of the PacketShaper solution was facilitated by Packeteer's Calgary based partner Alternative Converged Solutions Inc. (ACSI), which assisted WestJet in the evaluation of its current network needs and aided in the design, pilot project and deployment of the solution. "WestJet's innovative business culture and advanced technical ideology is a perfect environment for the PacketShaper solution," said Dean Townson, director of sales at ACSI. "We are proud to be part of this successful implementation at WestJet and look forward to continually supporting them in optimizing their network performance."

“As we continue to grow, we know we will continue to need more bandwidth,” Lee added. “By using the PacketShapers to manage bandwidth today, we have much more planning time for future upgrades.” Lee estimates the annual expenditure for more WAN bandwidth to be nearly twice the cost of a PacketShaper system, yielding a full payback in well under 12 months. Additional savings have been achieved by not using the more expensive multiple traffic class labeling service provisions of the carrier’s MPLS network. “We do bandwidth provisioning on our own with the PacketShapers, and we do it better and for less money than the carrier can.”

### ***About WestJet***

WestJet ([www.westjet.com](http://www.westjet.com)) is Canada’s leading low-fare airline offering scheduled service throughout its 38-city North American and Caribbean network. Named Canada’s most admired corporate culture in 2005 and 2006, WestJet pioneered low-cost high-value flying in Canada. With increased legroom and leather seats on its modern fleet of Boeing next-Generation 737 aircraft, and live seatback television provided by Bell ExpressVu on the majority of its fleet, WestJet strives to be the number one choice for travelers.

### ***About Packeteer***

Packeteer is the global leader in WAN Application Delivery. Packeteer’s solutions provide an intelligent, unified and adaptive approach to monitor, shape, and optimize applications, delivering the best user experience for any application to any location. For more information, contact Packeteer at +1 408 873-4400 or visit the company’s Website at <http://www.packeteer.com>.

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