September 5, 2014

MEDIA ALERT: Equinix to Debut Master Agent Partner Program at Fall 2014 Cloud Partners Conference & Expo

REDWOOD CITY, Calif., Sept. 5, 2014 /PRNewswire/ -- Equinix, Inc. (Nasdaq: EQIX), the global interconnection and data center company, today announced that it will showcase its new Master Agent Partner Program at the Fall 2014 Cloud Partners Conference & Expo taking place from September 8-10 in New Orleans. Several leading partners have enrolled in the program including Avant Communications, Bridgepointe Technologies, Colotraq, Intelisys, Presidio, and the World Telecom Group.

The Equinix Master Agent Program provides sales and marketing resources spanning sales and technical training, event marketing and demand generation, and generous sales incentives to Equinix Master Agents and their sub-agents. Equinix helps partners grow recurring revenue streams with data center colocation, network offerings, and enabling public/private/hybrid cloud platforms for enterprise customers. US-based Master Agents receive commissions for business they develop in any of Equinix's 100+ International Business Exchange (IBX®) data centers operating in 32 business metros, in 15 countries in Asia, Europe, and the Americas.

Equinix is co-sponsoring the keynote panel, "The Future of Distribution in a Cloud World" on Tuesday, September 9 at 11:45am with Equinix partner WTG. During the panel discussion attendees will hear how the cloud is transforming the way businesses purchase and consume technology and transforming the traditional supply chain so that the lines between supplier and partner are blurred. The question then is what will become of distribution in this emerging cloud ecosystem? In this roundtable, Cloud Partners invites leading distribution companies — IT distributors and telecom master agencies — to discuss how they are evolving their businesses to enable their sales partners to accelerate success in the cloud.

To request a meeting at this event, please email channelpartners@equinix.com

For media inquiries, contact equinix@mindsharepr.com.

Quotes

- **Scott Walker, vice president, Global Partner Program:**
  "Equinix is making an unprecedented investment in our Agent partners through this program. The program is designed to reward partners who align with Equinix strategy and focus on driving sales. Our expanded Agent program, now with very competitive commissions, is the product of a commitment by the Equinix executive team to accelerate long term growth through our partners. For example, US Agents can extend their sales reach into our global markets by offering their clients access to all of our data centers worldwide. Couple this reach with our innovative technical offerings like our Solution Validation Centers, Equinix Performance Hub, and Equinix Cloud Exchange and our partners have a complete arsenal of data center solutions. This creates enormous competitive advantage for our partners."

- **Ian Kieninger, CEO, Avant Communications:**
  "Equinix is the market leader in global colocation and a must-have in our portfolio. With over 100 IBX data centers worldwide our partners can offer their customers a one-stop solution for their needs in the Americas, Europe, and Asia. Equinix's mature ecosystem of cloud and network providers enables the creation of advanced hybrid cloud solutions which just adds to their strategic value. We're very excited about the prospects of partnering with Equinix."
- **Brian Miller, owner, Bridgepointe Technologies:**
  "We have worked with Equinix many years but now we project our sub-agent sales activity to pick up significantly by participating in the new Equinix Master Agent Program. Equinix has always been an easy and safe choice for our clients because of their global footprint, network choice, security, and more than 99.999 percent global average uptime. We are excited about serving enterprise customers with direct access to major cloud providers such as Amazon AWS and Microsoft Azure. Direct access to these major cloud providers gives our clients the ability to build hybrid cloud solutions in an Equinix data center that they can't do anywhere else."

Additional Resources

- New Partner Programs focus on the Enterprise Cloud and Colocation Customers [blog]

About Equinix
Equinix, Inc. (Nasdaq: EQIX), connects more than 4,500 companies directly to their customers and partners inside the world's most networked data centers. Today, businesses leverage the Equinix interconnection platform in 32 strategic markets across the Americas, EMEA and Asia-Pacific. http://www.equinix.com/.

Forward Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially from expectations discussed in such forward-looking statements. Factors that might cause such differences include, but are not limited to, the challenges of acquiring, operating and constructing IBX centers and developing, deploying and delivering Equinix services; unanticipated costs or difficulties relating to the integration of companies we have acquired or will acquire into Equinix; a failure to receive significant revenue from customers in recently built out or acquired data centers; failure to complete any financing arrangements contemplated from time to time; competition from existing and new competitors; the ability to generate sufficient cash flow or otherwise obtain funds to repay new or outstanding indebtedness; the loss or decline in business from our key customers; and other risks described from time to time in Equinix's filings with the Securities and Exchange Commission. In particular, see Equinix's recent quarterly and annual reports filed with the Securities and Exchange Commission, copies of which are available upon request from Equinix. Equinix does not assume any obligation to update the forward-looking information contained in this press release.

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