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# Equinix Appoints Sara Baack as Chief Marketing Officer

*Telecommunications leader to manage the company's brand, product and service portfolio, and vertical market strategy*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Equinix, Inc. (Nasdaq: EQIX), a provider of global data center services, today announced that it has appointed Sara Baack as Chief Marketing Officer. In this role, Baack is responsible for Equinix's global brand, product and service portfolio, industry analysis, communications and vertical market development.

Baack joins Equinix from Level 3 Communications, Inc., where she was Senior Vice President of Voice Services, in charge of a $1 billion business unit with responsibility for strategy, product management, pricing and commercial support, interconnection/regulatory policy, vendor management, network planning and routing. During her 13-year tenure at the company, Baack held a variety of positions including Senior Vice President of Wholesale Markets, Vice President for Colocation Services and supported due diligence and integration for a number of acquisitions by Level 3. She began her career at Level 3 as Director of Corporate Strategy.

Steve Smith, Equinix's Chief Executive Officer, commented: "Equinix is on its way to delivering more than $3B in annual revenue by 2015. One element of achieving this objective relies on a strong brand and unique go-to-market strategy. Sara is a tremendous leader and I couldn't be more pleased to have her join the Equinix team as we march towards this goal."

"I am very pleased to be joining Equinix at such an exciting time in its growth," commented Baack. "Equinix's strategy of building a global interconnection platform is certainly paying dividends. I look forward to elevating the brand and deepening our business ecosystems across our global platform of data centers."

Baack began her career at PaineWebber Incorporated as a Financial Analyst in investment banking and moved on to become Vice President of Principal Transactions where she invested the firm's proprietary capital in communications businesses. She received her BA in history and managerial studies from Rice University and her MBA from Harvard University Graduate School of Business.

**About Equinix**

Equinix, Inc. (Nasdaq: EQIX) connects businesses with partners and customers around the world through a global platform of high performance data centers, containing dynamic ecosystems and the broadest choice of networks. Platform Equinix connects more than 4,000 enterprises, cloud, digital content and financial companies including more than 900 network service providers to help them grow their businesses, improve application performance and protect their vital digital assets. Equinix operates in 38 strategic markets across the Americas, EMEA and Asia-Pacific and continually invests in expanding its platform to power customer growth. 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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