



South Asia's Largest Logistics Company Gains Application Accountability with Blue Coat Appliances

PacketShaper Appliances Provide Application Visibility, Intelligence and Control to Reclaim Bandwidth, Enable Videoconferencing and Increase ROI

New Delhi , India, September 22, 2009 – Blue Coat Systems, Inc. (Nasdaq: BCSI), the technology leader in Application Delivery Networking, today announced that Blue Dart, South Asia's leading air and integrated transportation, distribution and logistics company, has deployed Blue Coat® PacketShaper® appliances to more efficiently utilize network resources to deploy new advanced services. Blue Coat PacketShaper appliances deliver the application accountability that enables Blue Dart to reclaim bandwidth on the network for videoconferencing deployments throughout its branch offices.

Speaking about the deployment, Gautam Sen, senior manager, electronic network at Blue Dart, said, "Prior to the deployment of the Blue Coat solution, we needed to increase our bandwidth every year to make our applications run better. With PacketShaper appliances, we are optimizing our bandwidth by effectively monitoring and managing our applications. As a result, we have not only realized a full return on our investment in less than a year but also were able to deploy video conferencing in our branch offices without adding additional bandwidth."

Blue Coat PacketShaper appliances enable Blue Dart to gain accountability over its applications through application-level visibility, enhanced intelligence and integrated policy-based controls. Prior to deploying Blue Coat PacketShaper appliances, Blue Dart relied on Layer 2 and Layer 3 information to optimize its network, which could not provide in-depth visibility into the applications running on the network. With PacketShaper appliances, Blue Dart now has granular application-level visibility into applications on the network, the performance and characteristics of those applications and the end user experience.

PacketShaper appliances can identify more than 600 applications and monitor more than 100 metrics per application session, providing network administrators with the in-depth information they need to understand the impact of applications on the network. Utilizing the detailed application intelligence that PacketShaper provides, Blue Dart can set bandwidth limits, classify and prioritize business-critical applications and maintain quality of service levels on an application basis from a single integrated workspace. This enables Blue Dart to optimize its network and reclaim bandwidth for more strategic use. With that reclaimed bandwidth, Blue Dart successfully deployed videoconferencing services across its branch offices, increasing collaboration among its employees to create a more productive work environment.

"Blue Coat PacketShaper appliances deliver the application accountability that enables distributed enterprises to measure the impact of applications on the network and optimize the network accordingly," said Matt Young, vice president of sales for APAC at Blue Coat Systems. "By introducing application visibility, intelligence and control into its network

with PacketShaper appliances, Blue Dart can more efficiently and effectively align its network investments with business priorities.”

About Blue Coat Systems

Blue Coat Systems is the technology leader in Application Delivery Networking. Blue Coat offers an Application Delivery Network Infrastructure that provides the visibility, acceleration and security required to optimize and secure the flow of information to any user, on any network, anywhere. This application intelligence enables enterprises to tightly align network investments with business requirements, speed decision making and secure business applications for long-term competitive advantage. For additional information, please visit www.bluecoat.com.

###

FORWARD LOOKING STATEMENTS: The statements contained in this press release that are not purely historical are forward-looking statements, including statements regarding Blue Coat Systems' expectations, beliefs, intentions or strategies regarding the future, and including statements regarding the capabilities and expected performance of Blue Coat Systems' products. All forward-looking statements included in this press release are based upon information available to Blue Coat Systems as of the date hereof, and Blue Coat Systems assumes no obligation to update any such forward-looking statements. Forward-looking statements involve risks and uncertainties, which could cause actual results to differ materially from those projected. These and other risks relating to Blue Coat Systems' business are set forth in Blue Coat Systems' Form 10-K for the fiscal year ended April 30, 2009, filed with the Securities and Exchange Commission.

Blue Coat, PacketShaper and the Blue Coat logo are registered trademarks or trademarks of Blue Coat Systems, Inc. and/or its affiliates in the United States and certain other countries. All other trademarks mentioned in this document are the property of their respective owners.

Media Contacts:

Rohit Srivastava
MelCole Public Relations
Rohit_Srivastava@melcole.com
+91 981 010 7003, 011-2983 4428

Investor Contact:

Jane Underwood
Blue Coat Systems
jane.underwood@bluecoat.com
+408 220 2318

Audrey McGagh

Patroids
audrey.mcgagh@patroids.com
+65 9478 3939