



Citrix Expands Channel Incentive Program

Citrix Continues to Innovate Channel Program by Compensating Channel Partners that Influence OEM Deals

Citrix Systems today announced expansion of their Channel Incentive Program for partners who deliver embedded XenServer solutions. This program has been made available to partners in the Australia and New Zealand markets.

Citrix recently announced several OEM agreements to embed XenServer in servers from leading systems vendors such as HP and Dell and as a result of today's announcement, the Citrix Advisor Rewards program will pay channel partners on sales of these products, effectively eliminating potential channel conflict and focusing the extensive expertise of Citrix Solution Advisors on delivering the best possible solutions to customers.

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Note to editor: All figures are quoted in US dollars.

Citrix Expands Channel Incentive Program for Partners that Deliver Embedded XenServer Solutions

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Sydney, Australia July 3, 2008 Citrix Systems, Inc. (NASDAQ:CTXS), the global leader in application delivery infrastructure, extended its popular Citrix Advisor Rewards program today to pay channel partners on sales of Citrix XenServer software that ships as an embedded feature in servers from original equipment manufacturers (OEMs) like HP. The program, originally introduced in 2004, pays Citrix Solution Advisors for designing and delivering solutions based on Citrix application delivery products, even if a different channel partner ultimately fulfils the order. Extending the program to include embedded versions of XenServer eliminates any potential channel conflict with OEM partners and ensures strong incentives across the board by compensating partners that influence embedded XenServer deals as well as those who fulfil them.

With this new OEM element Citrix has once again set the standard in partner profitability with its Citrix Advisor Rewards program, stated Scott Gorcester, President, Moose Logic, a leading Seattle-based IT services firm. I am free to focus on being a trusted advisor to my customers without worrying about profitability. Citrix has once again proved to me and to the industry that it understands how to best leverage their partners to meet customer needs. The channel is clearly part of its DNA.

Citrix has announced several OEM agreements in recent months to embed XenServer in servers from leading systems vendors such as HP. As a result of today's announcement, the Citrix Advisor Rewards program now pays channel partners on sales of these products, effectively eliminating potential channel conflict and focusing the extensive expertise of Citrix Solution Advisors on delivering the best possible solutions to customers. With OEM products now included in the rewards program, systems manufacturers that embed Citrix technology can leverage an extensive pool of channel resources and expertise to address their customers ever changing needs.

We continually work with our partners to build the most profitable partner program and the most skilled partner community, stated AI Monserrat VP Channels, Strategy & Sales Operations for Citrix. As a channel-centric company, we recognize the value our partners bring to a total solution, including the specification of hardware that includes embedded Citrix products.

In March 2008, Citrix and HP announced the availability of the integrated server virtualisation solutions Citrix XenServer HP Enterprise and HP Select Editions. The new products feature a unique and exclusive easy-to-use graphical management console and are seamlessly integrated with HP Insight Control management software that administers HP ProLiant and BladeSystem servers. With this new solution, customers are able to deploy and manage a virtualised environment and benefit from the ability to purchase an entire server virtualisation solution from HP with the added benefit of interoperability and HP support.

Customers want to implement virtualisation with reduced risk, and HP understands that the channel is essential to meeting those requirements, said Scott Farrand, vice president, Industry Standard Server Software, HP. Citrix's new channel program enables partners to offer a comprehensive virtualisation solution that integrates the power of HP ProLiant servers with the rich functionality of the Citrix XenServer HP Select Edition from a single, reliable source.

About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the global leader and the most trusted name in application delivery infrastructure. More than 215,000 organisations worldwide rely on Citrix to deliver any application to users anywhere with the best performance, highest security and lowest cost. Citrix

customers include 100 percent of the Fortune 100 companies and 99 percent of the Fortune Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 8,000 partners in more than 100 countries. Annual revenue in 2007 was \$1.4 billion.

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