Citrix Goes Hollywood with GoToWebinar Premier Event

High-Impact, Multimedia Webcasting Service Brings the Power of Large Scale Web Events to New Markets

SYDNEY, Australia – May 23,2012 – Citrix today announced the availability ofits new multimedia webcasting service, GoToWebinar Premier Event, enablingthe company to support large scale web events for up to 20,000 attendees, as wellas expand its reach to new and diverse consumer markets. Now markets of all size and type – movie,music and entertainment; schools and universities; community town halls and more,can easily host large scale, multimedia webcasts using streamingvideo and audio with pay-per-event pricing and dedicated support before, duringand after the event. The new webcasting service also provides access from anylocation, enabling mobile workers to join webcasts from PCs, Macs, as well as iPhone, iPad, Android and Blackberry devices.

An easy-to-use, highly scalable and fullymanaged solution, GoToWebinar Premier Event complements the company’s GoTo cloud services andpositions Citrix as a leading provider for all collaboration needs.

“With GoToWebinar Premier Event, we’ve addeda touch of Hollywood to our webinar service while retaining the familiar Citrixvalue, ease of use and great user experience. Now organisers across a limitlessrange of markets and services can stage scalable, impactful productions,” saidBernardo de Albergaria, VP and GM of Collaboration, Citrix.

GoToWebinar Premier Event allows organisersto broadcast to a larger consumer or business-focused audience, reducing the communicationand travel costs usually incurred when assembling larger size audiences. The new webcasting solution also offers arich feature set that helps with tracking registration, attendee support andreporting; as well as lower costs per lead for sales and marketing.

Organisers in all market sectors canenhance engagement with their audiences:human resource professionals can efficiently communicate criticalemployee information and reach employees on a more personal level acrossdistributed organisations; sales and marketing professionals can lowercosts-per-lead by holding social media webcasts in one city whilesimultaneously broadcasting to thousands of attendees in cities across theglobe; financial professionals can reachshareholders with secure business updates in real time, whether reporting fromShanghai at 7am, or Wall Street at 3pm; and in this election year, candidatescan use GoToWebinar Premier Event to reach thousands of people and increasetheir voter reach through virtual town hall meetings.

Additionalfeatures:

- Dedicated support: Fully managed solution with attendant supportbefore, during and after each webcast
- No downloads: Simple to connect and join
- Multimedia capabilities: Streaming audio and video, with optionaltelephony integration
- Flexible pricing: Pay-per-event and package pricing options
- Customised, flexible: Custom registrationand branding options
- Recording and distribution: Automated recording allows users to share/postthe webcast within one hour of the event
- Interactive tools: Host Q&As and include polling
- Reporting:Access dashboards and reporting tools
- Accessible from any location: Join from PC or Mac; or iPhone, iPad, Androidand Blackberry Playbook mobile devices
- Secure solution: Robust security

Citrix Offers “One Stop Shop” Solution toHelp Companies Collaborate

The addition of GoToWebinar Premier Eventto the Citrix portfoliofurther extends the company’s commitment to being the “go to” complete solutionfor collaboration needs.In the past year, Citrix has deliveredinnovative services to enable seamless experiences for today’s distributed andmobile workforce. The company has enabled people to connect, communicate andshare from any location and with any audience using new collaboration servicesthat include GoToMeeting HDFaceshigh-definition video conferencing;Podio,a collaborative work platform for teams; ShareFile,for file sharing and storage; andthe Citrix GoTo Developer Centreforaccess to APIs to build integrations with GoToWebinar, GoToTrainingand GoToMeeting. Citrix offers a complete collaborationsolution through a range of easy to use tools that deliver an elegantly simpleexperience for managing today’sworkstyles and collaborating moreefficiently.For more information, visit www.citrixonline.com

Customer Use Case Examples

- Entertainment:Promote high-impact productions to a local or global audience
- Human Resources: Effectively communicate timely orcritical information to employees
- Finance: Reach shareholders in cities across the globe
- Marketing:Promote your products andservices in Hollywood style

AnalystComments

“With GoToWebinar Premier Event’saddition to the Citrix portfolio, Citrix customers can now host larger webinarevents with the

convenience of working with a familiar, trusted provider. Citrixis expanding the scope of communications and meeting options for its customers,offering new capabilities for GoToWebinar users, while also creating newvertical market opportunities for the company.”

AlanGreenberg, senior analyst and partner, Wainhouse Research

Pricing and Availability

For moreinformation about GoToWebinar Premier Event, including pricing options, click here.

Related Links

- BigEvents, Simple Execution: GoToWebinar Premier Event
- CitrixUnveils New Developer Resource for GoTo Cloud Services
- GoToWebinarPremier Event Fact Sheet

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AboutCitrix

Citrix (NASDAQ:CTXS) transforms howbusinesses and IT work and people collaborate in the cloud era. Withmarket-leading cloud, collaboration, networking and virtualisationtechnologies, Citrix powers mobile workstyles and cloud services, makingcomplex enterprise IT simpler and more accessible for 260,000 organisations.Citrix products touch 75 percent of Internet users each day and it partnerswith more than 10,000 companies in 100 countries. Annual revenue in 2011 was$2.21 billion. Learn more at www.citrix.com.

Citrix Online Services Division provides aportfolio of GoTo cloud services that enable people to work from anywhere withanyone by providing simple-to-use cloud-based collaboration, remote access andIT support solutions for every type of business. Whether using GoToMeeting to hold online meetings, GoToWebinar to conduct larger web events, GoToTraining to train customers or employees, Podio to access or create apps and set upworkspaces to get work done, GoToMyPC to access and work on a remote Mac orPC, GoToAssist to provide IT support and management or ShareFile to securely share files, documents anddata, businesses and individuals are increasing productivity, decreasing travelcosts and improving sales, training and service on a global basis. For moreinformation, visit www.citrixonline.com.

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