

# Citrix Online Named #1 Market Share Leader in Australian Web Conferencing

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Sydney, Australia, August 17, 2010 In a report scheduled for release at the end of the month, independent market research firm Wainhouse Research will name CitrixOnline, provider of online collaboration products GoToMeeting, GoToWebinar and GoToTraining, and a division of Citrix Systems, Inc. (NASDAQ: CTXS), as the Australian market share leader in Web conferencing.

The 2010 APAC Collaboration Services

Market Forecast and Provider Review from Wainhouse provides an independent assessment of collaboration service providers (CSP) in the Asia Pacific region, comparing providers across several categories covering attended and unattended audio conferencing and Web conferencing. The report will place Citrix Online highest among multiple Web conferencing providers and leading the Australian market for hosted Web conferencing services.

"Citrix's

value proposition is very high. At \$AUD69 per month for unlimited meetings (audio and Web) with up to 15 participants, it is a great service at a great price. Wainhouse Research believes the company has a full collaboration product suite ad hoc Web conferencing, webinars, a training application, integrated audio which is very appealing to the larger global collaboration market. Citrix's market position in Australia reflects its clients understanding of this value," explained Marc Beattie, Managing Partner at Wainhouse Research.

This achievement in becoming the number one provider for Web conferencing in Australia is a reflection of our commitment to giving customers what they need to succeed, coupled with our dedicated focus on building the Australian market, said H.R. Shiever, Managing Director,

Citrix Online, Asia Pacific. Six years ago we were just one of many providers. Our focus on simplicity and cost efficiency is resonating with customers who are using our collaboration products to solve business needs, expand reach and increase ROI.

A good example of this is Rockend, a strata software and property management solution provider and Citrix Online customer that uses multiple products, including GoToMeeting and GoToWebinar, as well as remote support and access tools GoToAssist and GoToMyPC.

Without the support of Citrix Onlines service, Rockend would not have experienced such high levels of growth and customer satisfaction, said Alister Maple-Brown, National Product Director, Rockend. Improved service offerings, expanded market reach and reduction in travel costs are but a few of the bottom-line benefits. Six years on from our initial deployment and we are still impressed with how these simple and effective tools are making such a positive impact to our business and the thousands of clients we support every day.

Since entering the Australian market in 2004, Citrix Onlines operations have grown rapidly. The company now has a dedicated 12-person team based in Sydney and a dedicated Australian e-commerce site, which was introduced in April ([www.gotomeeting.com.au](http://www.gotomeeting.com.au)), with pricing available in Australian dollars.

According to Shiever, the Australian market will continue to grow: Australians are rapidly adopting and embracing collaboration technologies such as Web conferencing. I see the market growing enormously in coming years.

Citrix Onlines collaboration products GoToMeeting and GoToWebinar are among the fastest growing products in the companys history, and widely acknowledged for having expanded the overall market for Web conferencing worldwide. GoToMeeting provides an easy-to-use, secure, cost-effective and fast way to meet, demonstrate products, and collaborate online. Anyone with a PC or Mac and an Internet connection can host, attend, and participate within seconds with flat fee pricing. GoToWebinar provides an online webinar service, with one low monthly flat fee, designed to connect up to 1,000

attendees. With the companys addition of GoToTraining earlier this year an easy to use, affordable solution for online corporate training businesses can now access a full suite of collaborative tools for online meeting, webinar and training needs.

For more information about Citrix

Onlines products, visit <http://www.citrixonline.com/>

#### About Wainhouse Research

Wainhouse Research provides insight and intelligence into the global markets for audio, Web (data), and video conferencing, real-time Unified Communications, enterprise streaming and webcasting, and enterprise team collaboration. The company publishes public and private studies, speaks at industry events and private company events, and provides both strategic consulting to industry vendors as well as end user organizations. Wainhouse Research conferences in the US and Europe provide a forum for the industry to discuss critical issues for industry growth. For more information see: <http://www.wainhouse.com/>.

#### About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualization, networking, and cloud computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual datacenters for IT. More than 230,000 organizations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2009 was \$1.61 billion.

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