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W3 TOTAL CACHE & SWARMIFY ANNOUNCE VIDEO ACCELERATION PARTNERSHIP

April 18th 2017 (Boston, MA & Florida) - W3 Edge, provider of W3 Total Cache, the world's most complete WordPress performance framework, and Swarmify, a leading video & media acceleration provider, announced today that they have entered into a partnership to offer video acceleration to the tens of millions of W3 Total Cache websites.

W3 Edge CEO, Frederick Townes, says, "When we first started discussions with Swarmify about extending our optimization to accelerate videos for our users, it just made sense. We have always provided the best solution for accelerating websites using WordPress and now that acceleration will extend to our users' video content".

"At Swarmify we have one goal, to solve challenging content delivery problems. In particular we are fanatical about eliminating video buffering forever. When we started discussions with W3 Edge it was clear they have the same passion and commitment to user experience as we do. This partnership is about bringing together two best-of-breed content delivery acceleration services, simple as that," says Swarmify CEO, Nathan Barnett.

With this new partnership, users of W3 Total Cache will be able easily activate video acceleration, and their video delivery will be automatically optimized using Swarmify's patent-pending SmartVideo™ technology. For these users this means less buffering, higher engagement, increased ad revenue, and better video quality – all without any heavy lifting.

With over a million active installations, W3 Total Cache has consistently delivered on the promise of allowing users of the world's largest CMS to enjoy the flexibility of WordPress without sacrificing the web page load speeds expected of modern hand-tuned websites. They provide these benefits to top sites like AT&T, mashable.com, and many others.

Swarmify focuses on providing fail-proof video acceleration which eliminates buffering and improves video engagement over 2x – boosting same-day site visits and ad revenue. Partnering with a website optimization provider for the most popular CMS in the world allows for an offering that gives the best web and video experience possible today.

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About W3 Edge

Provider of W3 Total Cache, the leading Search Engine (SEO) & Performance Optimization (WPO) plugin for WordPress. W3 Total Cache consistently ranks as the top plugin and optimization solution for millions of WordPress websites.

Headquartered in Boston, MA, W3 Edge was founded by Internet pioneer Frederick Townes and is used on performance-focused websites like AT&T, stevesouders.com, mattcutts.com, mashable.com, smashingmagazine.com, makeuseof.com, kiss925.com, pearsonified.com, lockergnome.com, johnchow.com, ilovetypography.com, webdesignerdepot.com, css-tricks.com and tens of millions of others.

Website: <https://www.w3-edge.com/>

About Swarmify

Video & media acceleration provider focused on providing fail-proof video. Their solution provides an 8x increase in end user video experience quality as well as more than doubling video engagement. Provides first of its kind “network edge intelligence” that self-heals throughput problems to avoid video disruptions.

Headquartered in Florida, Swarmify was founded by serial entrepreneurs and technology veterans from the web and content delivery industry.

Website: <https://swarmify.com/>

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