

CenturyLink acquires Cognilytics to extend its IT services, Big Data and advanced predictive analytics capabilities

MONROE, La. and SAN JOSE, Calif., Dec. 11, 2014 / [PRNewswire](#)/ -- [CenturyLink, Inc.](#) (NYSE: CTL) today announced the acquisition of [Cognilytics](#), a leading provider of advanced predictive analytics and Big Data solutions to mid-sized and large enterprises. Cognilytics helps businesses convert "data to decisions" through deep expertise in Big Data deployment, management, advanced decision sciences, predictive analytics and data visualization.

"We are excited to expand CenturyLink's IT Services, Big Data and predictive analytics capabilities through the addition of Cognilytics," said Glen F. Post, III, chief executive officer and president. "CenturyLink's network, IT services, cloud, managed and Big Data services, combined with Cognilytics' decision sciences and advanced predictive analytics, SAP HANA expertise and Big Data solutions, will enable businesses to accelerate their Big Data adoption and monetize their data assets."

Cognilytics has developed advanced analytics solutions across multiple industries, including financial services, retail, consumer products, health care, oil and gas, manufacturing, high-tech and logistics. Cognilytics has expertise in implementing Big Data technologies such as Hadoop and SAP HANA. Cognilytics also has received industry recognition as one of the top 100 most promising Big Data companies and won SAP partner excellence awards the last two years.

"Cognilytics has been a long-standing partner of SAP and has been successfully providing innovative Big Data and advanced analytics solutions to our joint customers. With the acquisition of Cognilytics by CenturyLink, we now have a partner that is even more aligned with SAP's strategy," said Bill McDermott, chief executive officer of SAP SE. "We set out to help customers Run Simple and believe the combination of Cognilytics and CenturyLink will further this mission to our joint customers around the world."

Gary Gauba, who founded Cognilytics and is its chairman and chief executive officer, will become president of CenturyLink Cognilytics and report to Girish Varma, president, global IT services and new market development at CenturyLink.

"We founded Cognilytics with a mission to help customers monetize their data as a strategic asset. Our new home at CenturyLink will allow us to carry this vision forward. Together, we will focus on solving business problems and building new comprehensive solutions to provide customers with a competitive advantage," Gauba said.

For more information, visit www.centurylinktechnology.com/big-data or www.Cognilytics.com.

About CenturyLink

CenturyLink is the third largest telecommunications company in the United States and is recognized as a leader in the network services market by technology industry analyst firms. The company is a global leader in cloud infrastructure and hosted IT solutions for enterprise customers. CenturyLink provides data, voice and managed services in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. The company also offers advanced entertainment services under the CenturyLink® Prism™ TV and DIRECTV brands. Headquartered in Monroe, La., CenturyLink is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

Forward-Looking Statements

Except for the historical and factual information contained herein, the matters set forth in this communication, including statements regarding the expected benefits of the acquisition such as efficiencies, cost savings, enhanced revenues, growth potential, market profile and financial strength, and the competitive ability and position of the combined company, and other statements identified by words such as "estimates," "expects," "projects," "plans," and similar expressions are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, many of which are beyond our control. Actual events and results may differ materially from those anticipated, estimated or projected if one or more of these risks or uncertainties materialize, or if underlying assumptions prove incorrect. Factors that could affect actual results include but are not limited to: the possibility that the anticipated benefits from the acquisition cannot be fully realized or may take longer to realize than expected; the possibility that costs or difficulties related to the integration of Cognilytics' operations into CenturyLink will be greater than expected; the ability of the combined company to retain and hire key personnel; the timing, success and overall effects of competition from a wide variety of competitive providers; the risks inherent in rapid technological change; the effects of ongoing changes in the regulation of the communications industry; the ability of the combined company to effectively adjust to changes in the communications industry and to successfully introduce new product or service offerings on a timely and cost-effective basis; any adverse developments in commercial disputes or legal proceedings; changes in our future cash requirements; and other risk factors and cautionary statements as detailed from time to time in CenturyLink's reports filed with the Securities and Exchange Commission. You should

be aware that new factors may emerge from time to time and it is not possible for us to identify all such factors nor can we predict the impact of each such factor on the acquisition or the combined company. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this communication. Unless legally required, we undertake no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

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