

Press Release

LinkedIn Taps Arumai CEO, P. Stephen Lamont, as One of Top 25 CEO's in Silicon Valley

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. November 2, 2015/PRNewswire-FirstCall/ -- Arumai, one of the leading pure-play OTT companies sees LinkedIn tap CEO, P. Stephen Lamont, as one of Top 25 CEO's in Silicon Valley.

On Thursday, October 29, 2015, in a public post, LinkedIn, the pre-eminent provider of business networking services distributed a list of, in its words, the "Top 25 CEO's in Silicon Valley." Reaching Lamont in transit, he non-chalantly stated "Really?" Lamont went on to explain "except for driving visionaries such as Steve Jobs, there are really no 'top CEO's' only top execution teams that embrace and immerse themselves in the corporate strategy."

Continuing, and trying to unshackle from his humble veneer, Lamont stated "when Arumai invented streaming video, the first company to deliver video content on the fly and behind the broadcast, we looked upon it as a novelty item." However, long around 2011, we turned around and the whole broadcast industry from content owners to back haul companies such as Arumai, were headed right towards us." "Visionary?" Lamont rhetorically asked "Not really, just a matter of dumb luck!"

Lamont, more seriously stated "The one thing I have consistently done well in my career is aligning myself with the teachings of Michael E. Porter, the Professor of Corporate Policy at Harvard Business School and his student, and my mentor, Katherine Rudy Harrigan at Columbia." "Students and practitioners have dismissed Porter's work as conclusionary for decades," Lamont confessed "but if you really dive into the work and continue to peel back the layers of the onion, it is profound, it is real world, and it works, at least at Arumai it does and you have to be persistent."

Lamont closed by saying, "Just what the specific corporate policies I employ at Arumai, I am not going to tell you because then everyone would use them" Lamont stated with a hearty laugh. "So, when LinkedIn says 'Top', well I did not invent streaming video all by myself, nor was I Professor Porter's teaching assistant (while I worked for Professor Harrigan from time to time), therefore 'Top' is a misnomer."

The one thing I will take sole credit for is instilling in Arumai, the standards that I have stated many times, 'Arumai has always been about

something much more important than patents, products, or money. It's about values. We value originality and innovation and pour our lives into making the best products on earth, and we do this to delight our customers. I am very proud of the support that each of you have supplied. Starting at the inception of the partnership with Aricent Inc., values will win and I hope the whole world listens.”

The full list can be found at <https://www.linkedin.com/title/chairman-%26-chief-executive-officer/san-francisco-bay-area>