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MLB Advanced Media Goes Deep with Splunk®

Making the right call has never been easier

SAN FRANCISCO, June 20, 2012 /PRNewswire/ -- With baseball fans enjoying an exciting 2012 season, MLB Advanced Media (MLBAM), the interactive media and Internet company of Major League Baseball, is putting data runs on the board with [Splunk Inc.](#) (NASDAQ: SPLK), the leading provider of software for real-time operational intelligence.

(Logo: <http://photos.prnewswire.com/prnh/20120620/SF27490LOGO>)

"MLBAM began using Splunk Enterprise in 2009," said Vishal Rao, Vice President, Americas, Splunk. "They started out as many Splunk software users do — operations focus, server management, and daily reports. As they used Splunk more, they saw even greater value from the business insights gained from leveraging their machine data, and have made Splunk software an integral part of their operations. Today they are using Splunk to realize value from six times more data than last year."

According to Joe Choti, MLBAM CTO and senior vice president, they have significantly ramped up their use of Splunk software.

"The fans come first," said Choti. "Splunk enables us to correlate the end user experience for fans and gives us clearer visibility on trends, activities and history with system and operations metrics. We are very excited about everything Splunk can do and what we can do with it."

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) provides the engine for machine data™. Splunk® software collects, indexes and harnesses the massive machine data continuously generated by the websites, applications, servers, networks and mobile devices that power business. Splunk software enables organizations to monitor, search, analyze, visualize and act on massive streams of real-time and historical machine data. More than 4,000 enterprises, universities, government agencies and service providers in over 80 countries use Splunk Enterprise to gain operational intelligence that deepens business understanding, improves service and uptime, reduces cost and mitigates cyber-security risk. To learn more, please visit www.splunk.com/company.

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