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CISCO SYSTEMS PREVIEWES ITU TELECOM WORLD 2003 PROGRAMS AND UNVEILS A STRONG PRESENCE AT THE SHOW

Cisco Demonstrates The ‘*Power Of Network. Now*’ in Reducing Service Provider Operations Expenses and Increasing Average Revenue Per User on Stand 6100, Hall 6, Telecom Village

London, UK, 15 September 2003 -- Cisco Systems today announced the details of its activities at ITU Telecom World 2003. The company will have a significant presence at the show with a three story stand reflecting the theme of its new advertising campaign, ‘*The Power of the Network. Now*’. Cisco will emphasize its commitment as the most complete partner for service provider success by highlighting its unique abilities to help providers build intelligent packet networks, deploy broadband and packet based services, accelerate demand with enterprise, small and medium sized businesses and consumers.

Cisco CEO John Chambers will attend the show alongside key members of his management team. Cisco’s strong involvement in ITU World Telecom reflects the company’s commitment to the telecom sector and its role in the market’s evolution. During the course of 2003, Cisco has been working closely with service providers worldwide, helping them develop and deploy new revenue generating, converged services based on packet infrastructure. Cisco has also been helping to advance providers’ efforts to rationalize their networks and take advantage of the simplicity, flexibility and operating savings allowed by packet infrastructures, for example, Voice over IP (VoIP), Metro Ethernet, MPLS and next generation SDH/SONET, etc.

Cisco will support its ‘Power of the Network. Now’ stand theme through a robust program of seminars, workshops and technology demonstrations designed for technical and business decision makers highlighting Metro Ethernet, IPVPN, Managed Security, Business Voice, Consumer Broadband, and Mobility services.

In addition to Managed Services presentations in the main theatre, there will be *Ask the Expert Sessions*, where attendees can discuss their technology-related questions via highly

focused, interactive technology sessions. Designed for technical and business decision makers, each 45-minute session features an introduction to a specific technology solution. There will be a series of seminars, where technical and business decision makers can take part in in-depth, two-hour sessions which provide detailed technical information about a specific Cisco technology solution.

During the week-long show, a number of products, solutions, and customer announcements are planned that will showcase Cisco's continued innovation, focus on the customer, and accelerating momentum in the service provider market

As part of the Cisco Networking Academy Program (CNAP), Cisco will have ITU member students on the stand, sharing their personal experiences and information on the Internet Training Centres Initiative for Developing Countries (ITCI-DC). Cisco is a pioneer partner of the ITCI-DC, which has the aim of providing students and professionals in developing countries access to affordable and relevant technology training.

“Cisco believes strongly that, as enterprise outsourcing develops, service providers will increasingly move towards the provisioning and management of converged services based on IP. This year we saw many early moves in this direction. Cisco is already supporting a large number of the world's service providers for MPLS IP VPN, IP Telephony and Metro Ethernet services, and we are continuing to innovate and partner with providers to accelerate demand and optimize their business, believing our service provider customers have a strong chance to seize this large and growing market opportunity,” commented Sameer Padhye, vice president of marketing, Cisco Systems.

Pre-registration for any of the events taking place at the Cisco stand can be initiated at www.telecomgeneva.com.

Cisco speaker engagements at ITU World Telecom

John Chambers, President and CEO, Cisco Systems will deliver a Keynote Address at 09:00 - 10:30 on Tuesday, 14 October, in PL5, Room B/C. The subject will be *Satisfying the Customer*

Mike Volpi, Senior Vice-President, will lead a panel of Service Providers discussing “Convergence of IP/MPLS Infrastructure” on Tuesday 14 October 13:00 -14:00, in Hall 7.

Paul Jones, Technical Leader, will speak on Voice over IP at 16:30 - 18:00, on Wednesday, 15 October, 2003 in Tech 6, Room 6. This session will discuss VoIP technologies and

standards as well as the latest marketplace trends.

For further background on these sessions please go to www.itu.int

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About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at www.cisco.com.