



FOR IMMEDIATE RELEASE

**PACIFIC SUNWEAR GETS MAXIMUM NETWORK MONITORING PROTECTION FROM  
WATCHTOWER™**

*CITTIO Software Delivers Enterprise-Class Network Monitoring and Management*

**SAN FRANCISCO, September 7, 2005** – CITTIO Inc., the innovation leader in network monitoring and operations software, announced today that Pacific Sunwear of California (Nasdaq: PSUN) has deployed WatchTower 2.4 to handle burgeoning company-wide network monitoring requirements. The company is currently opening stores at a rate of more than 100 per year, growing from less than 200 to 1,000+ retail locations in the U.S. and Puerto Rico in only 10 years.

“Our aggressive growth has brought us to the point where we had too much at stake to rely on piecemeal approaches to network monitoring,” said Ron Ehlers, vice president of information services at Pacific Sunwear. “With our scope of operations, our data center must operate 24x7 with an absolute minimum of downtime. We needed world-class monitoring and management but wanted to maximize our current operations staff without having to add a full time employee, as some solutions require. Cittio’s core focus on ease-of-use and high-end functionality were key elements in our decision to implement WatchTower.”

Anaheim, California-based Pacific Sunwear grew from a small beach-side surf shop into a powerhouse retailer of apparel, accessories, and footwear influenced by the surf and skate lifestyle of active teens and young adults. As the company moved along a path of rapid expansion, its approach to technology and data center operations also needed to evolve—leading it to an in-depth evaluation of network management solutions. Only five weeks after making the purchase decision, Pacific Sunwear is monitoring mission critical network nodes and applications, with early results showing the ability they now have to improve upon their Service Level Agreements.

“We are thrilled to work with such a high-energy, youth-oriented company,” said Jamie Lerner, president and CEO of CITTIO. “WatchTower allows Pacific Sunwear to invest its time in spotting fashion trends and creating strong industry relationships rather than sorting out technology infrastructure issues.”

**About Pacific Sunwear**

Headquartered in Anaheim, Calif, Pacific Sunwear of California (Nasdaq: PSUN) is acutely tuned to the clothing preferences US teens. At Pacific Sunwear stores and hip-hop fashion d.e.m.o. stores, the company targets trendy young men and women with casual apparel brands that include Quiksilver, Hurley, Billabong, Volcom, Fox Racing,

Paul Frank, and Roxy, as well as its own popular private-label merchandise. The growing company operates two Web sites and over 1,000 stores in 50 states and Puerto Rico under the names PacSun, PacSun Outlet, and d.e.m.o. The company intends to launch its third concept, One Thousand Steps, in the first half of 2006.

**About CITTIO, Inc.**

CITTIO, Inc. is the innovation leader in network monitoring and operations software. Based on a 100 percent Java architecture, only WatchTower delivers a fully bundled software solution, including a Web server, an embedded database, and a management portal, providing complete functionality for operating a network data center. The unique monitoring capabilities of WatchTower, coupled with powerful automation technology, provide IT managers and network technicians alike with a simple and complete solution for datacenter management. CITTIO's customers include industry-leading companies such as Blue Cross/Blue Shield of Hawaii, Capitol Advantage, National Parks Conservation Association, The Gymboree Corporation, Truckee Meadows Water Authority, and the University of California at Santa Barbara. For more information, please visit the CITTIO Web site [www.cittio.com](http://www.cittio.com).

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