

Contact: Lisa Langlands
+1 (510) 420-7529
llanglands@netopia.com

Netopia eCare Reduces Support Costs and Increases Sales for Legacy Software

EMERYVILLE, Calif., Oct 3, 2006 – Netopia, Inc. (Nasdaq: NTPA), a market leader in broadband service assurance solutions, announced that software provider Legacy Software has greatly reduced support and training costs for its flagship BakeSmart bakery management software by using Netopia's eCare remote support solution. "eCare reduced our training and support time for BakeSmart by two-thirds", said Ray Clements, founder and CEO of Legacy Software. "Not only does this give me more time to pursue new business, eCare also eliminates travel time and costs, since I no longer need to spend two days traveling back and forth to do a two-hour demonstration. With eCare, I can remotely present our software to sales prospects as effectively as if I were sitting with them in person."

BakeSmart is a comprehensive application for retail and wholesale bakeries that handles all aspects of operations, from point-of-sale transactions to integrated inventory management. It is currently installed at hundreds of bakeries of all sizes throughout the US, on both PC and Macintosh platforms.

Legacy Software can help even the least tech-savvy customer with eCare's multiple options for session initiation. BakeSmart customers and Legacy Software support staff can connect on demand via the Web through eCare to resolve issues quickly. "Our BakeSmart customers have mission-critical problems – if they can't process a credit card sale or book an order, they are losing money," Clements said. In addition, support staff can instigate a remote session by e-mailing a customer a URL that links directly to an eCare session, minimizing the need to walk a customer through step-by-step connection instructions. Because eCare is 100% permission based, customers maintain full control of their customer support sessions and can disconnect at any time.

The company also uses Netopia's Timbuktu® Pro remote control software to access a customer's server after business hours, allowing staff to continue troubleshooting without requiring the customer's constant attention.

"eCare gives Legacy Software the flexibility to support an expansive network of users—whether customers or sales prospects, the computer-literate or those not familiar with the Internet, PC or Mac users—which helps to improve customer satisfaction, increase sales, and reduce support costs," said Christopher Thompson, vice president of marketing at Netopia. "Service providers, call centers, and software developers like Legacy Software can rely on Netopia eCare to provide a superior level of customer support for desktop and desktop-peripheral systems by using eCare to show rather than tell a customer how to resolve an issue. It saves time and frustration for the support professional and the customer."

The Legacy Software customer story is available on the Netopia web site.

About Netopia

Netopia, Inc. delivers broadband service assurance solutions through high-performance broadband customer premises equipment and carrier-class remote device management and support software. Netopia's broadband gateways feature advanced technology, high reliability, and remote manageability to assure delivery of triple-play and IPTV services. Netopia's service assurance software platforms empower carriers, service providers, and enterprises with remote device management, centralized support, and value-added services to speed deployment of innovative new broadband applications across home and business networks. Netopia has established strategic distribution relationships with leading carriers and broadband service providers, including AT&T, BellSouth, Covad Communications, eircom, Swisscom, and Verizon.

Headquartered in Emeryville, Calif., Netopia's common stock is listed on the NASDAQ Capital Market under the symbol "NTPA". Further information about Netopia can be obtained via phone at (510) 420-7400, fax at (510) 420-7601, or on the Web at www.netopia.com.

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