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**Netopia President and CEO to Lead Panel on Triple-Play Service Management at Broadband World Forum Europe**

**Broadband World Forum, PARIS, Oct. 11, 2006** – Netopia, Inc. (Nasdaq: NTPA), a market leader in broadband service assurance solutions, announced its president and CEO, Alan Lefkof, will lead a discussion on centralized broadband management at Broadband World Forum Europe. The panel, entitled “Deploying Next-Generation Services without Next-Generation Costs through Centralized Broadband Management,” will take place from 1 p.m. to 2:30 p.m. on Thursday, October 12.

Belgacom Manager of Connected Home Integration Koen van Hove, Motorola Vice President of Business Development Keith Kelley, DSL Forum Director Greg Bathrick, and ASSIA Engineer in Technology Strategy Mike Brady will join Lefkof to share how carriers can mass deploy advanced broadband services without increasing operational costs. As carriers move beyond their traditional service offerings and look into next-generation broadband, they must decide how to effectively manage these new services without draining valuable resources. The panel will discuss how remote management can help carriers automate service installation and support—allowing them to expand their offerings while maintaining high levels of customer satisfaction.

Netopia staff will also be available during the show in booth No. 518 to showcase Netopia’s triple-play service assurance solutions, including its MiAVo VDSL2 and bonded ADSL2+ gateways, its VoIP products and its Netopia Broadband Server (NBBS) remote management platform.

**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](http://www.netopia.com).

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