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PRESS RELEASE

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Storwize Named a *CRN* Emerging Technology Vendor

Company selected to prestigious channel-focused publication list for fourth-straight year

LOS GATOS, Calif., June 22, 2009 – Storwize Inc., the leading provider of real-time capacity optimization solutions, today announced that it has been selected by Everything Channel as a *CRN* Emerging Technology Vendor. *CRN*'s Emerging Technology Vendor list captures companies that are delivering high margins for solution providers with innovation and easy-to-use technology that undercuts industry giants.

The Storwize STN-6000 product family is an enterprise-class universal storage capacity optimization platform that helps companies manage data and storage infrastructure sprawl without compromising performance, all while delivering unprecedented cost savings, operational efficiencies and ROI. Designed specifically to address data reduction at primary storage, the solution is an inline appliance that dramatically reduces the size of every file created, reducing capacity requirements throughout the data lifecycle while also enabling enhanced storage performance, more effective resource utilization, as well as reduced power, cooling and floor space requirements.

Storwize works with channel partners worldwide to bring its ground-breaking solutions to the market in a timely manner and with strong local representation. To accommodate

the growing number of partners joining the Storwize channel network, the company has designed a partner program aimed at furnishing its channel partners with the sales and support tools they need to begin doing business immediately. Storwize's Vanguard Partner Program is an integral part of the company's global go-to-market strategy. Hundreds of Storwize solutions have been shipped to customers worldwide, alongside systems from industry-leading vendors such as EMC and Network Appliance.

“Solution providers seek out innovative vendors that create new and innovative ideas to help them build revenue and customer loyalty,” said Robert C. DeMarzo, senior vice president and editorial director, Everything Channel. “Our Emerging Tech list is where solution providers go to find these vendors. We congratulate all of the vendors for their innovation and creativity and their commitment to the technology sales channel.”

The vendors who make the *CRN* Emerging Technology Vendor list were founded in 2001 or later, have revenue under $1 billion and have an active U.S. channel strategy. Final selection to the Emerging Technology Vendor list was made by the *CRN* editorial team after a review of submitted information.

“We are very pleased at our continued success and recognition being honored as part of the annual *CRN* Emerging Vendor list,” said Peter Smails, Senior Vice President of Marketing at Storwize. “Storwize provides the industry’s only purpose-built platform for optimizing storage capacity without compromising performance, delivering unprecedented cost savings, ROI, operational and environmental efficiencies. Working with VARs, resellers and system integrators to deliver our cutting-edge line of solutions worldwide helps support the tremendous growth in the demand for Storwize solutions as well as offers channel partners a strong competitive advantage in closing sales during these challenging economic times.”

About Storwize

Storwize’s unique real-time capacity optimization solutions are deployed globally helping organizations dramatically reduce their cost of storage and optimize their

storage infrastructure throughout the data lifecycle. To learn more visit www.storwize.com

Everything Channel (www.everythingchannel.com, www.channelweb.com)

Everything Channel is the one-stop shop for accessing, enabling, managing and accelerating technology sales channels. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative sales and marketing solutions to arm the sellers of technology with the resources they need to achieve measurable and significant results.

About United Business Media Limited (www.unitedbusinessmedia.com)

UBM (UBM.L) focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

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