



Capacity Optimization Without Compromise

**FOR IMMEDIATE RELEASE**

***Press Release***

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**SNW Names Storwize Customer Finalist for its Fall 2009 “Best Practices in Storage” Awards Program**

*Shopzilla recognized for excellence in storage technology*

LOS GATOS, CA – October 1, 2009 -- Storwize, the leading provider of capacity optimization solutions, today announced that Shopzilla, a Storwize user has been selected by SNW (Storage Networking World) as a finalist for its Fall 2009 “Best Practices in Storage” Awards Program. Storwize’s unique real-time compression solutions enable organizations to achieve significant and immediate ROI by dramatically reducing their cost of storage and associated infrastructure footprint, power, cooling and administrative costs.

SNW’s “Best Practices in Storage” Awards Program identifies and acknowledges excellence among users of storage IT solutions and approaches. “Data and storage networking initiatives are more challenging and crucial than ever before and is still one of the most important pillars of the IT infrastructure,” said Ellen Daly, senior vice president, events, IDG Enterprise. “The organizations and professionals judged to be Finalists in SNW’s Fall 2009 Best Practices in Storage Awards Program have not only met these challenges but are the best of the best when it comes to deploying the most strategic applications and using it to their advantage.”

With millions of users and hundreds of terabytes of NAS data, Shopzilla needed a way to reduce their storage costs without compromising application performance. Leveraging Storwize real-time compression technology, Shopzilla reduced their storage footprint by greater than 50%, saving hundreds of thousands of dollars while also enhancing the performance and efficiency of their storage infrastructure.

“Shopzilla is a great illustration of the strategic role online data reduction is playing in reducing data center costs,” according to Peter Smails, Storwize Senior Vice President of Marketing. “We are pleased that they were chosen as a finalist especially in the technology innovation and promise category. The STN-6000 is innovative and definitely lived up to its promise of reducing costs for Shopzilla.”

### **About Computerworld**

For 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), weekly publication, focused conference series and custom research form the hub of the world's largest global IT media network. Computerworld's Web site and print publication have won more than 100 awards in the past five years alone. Computerworld leads the industry with an online audience of over 2 million unique monthly visitors and a print audience of more than 1.2 million readers each week.

Computerworld's conferences, with their focus on technologies and solutions, provide a rare opportunity for attendees to gain insight into the way user companies execute their strategies in the enterprise. Whether it's the prestigious Computerworld Honors Program, Computerworld's exclusive Premier 100 IT Leaders Conference or vertical industry events such as SNW, Business Intelligence Perspectives, or SaaScon, Computerworld's conferences provide the best environment for idea exchange among IT executives and IT solutions providers.

### **About International Data Group (IDG)**

International Data Group (IDG) is the world's leading technology media, events and research company. Since its founding in 1964, IDG has been committed to helping people acquire and use technology successfully. As a result, IDG's global brands have become the trusted source for insight into the technology industry

and its products around the world. Over the past 45 years, IDG has grown into a multi-billion dollar company reaching technology audiences in more than 100 countries worldwide. In 2008, IDG had revenues of \$3.2 billion and more than 13,000 employees worldwide. IDG's diverse products and services portfolio spans six key areas: online media, events and conferences, print publishing, lead generation services, global marketing solutions and market research.

### **About Shopzilla**

Shopzilla, Inc. is one of the largest and most comprehensive online shopping networks on the web. Through our leading comparison shopping sites, BizRate.com® and Shopzilla.com®, Shopzilla helps shoppers find the best value for virtually anything they want to buy from thousands of online retailers. Based in Los Angeles, Shopzilla operates sites in the U.S., U.K., France and Germany. The company is owned by Scripps Networks Interactive, Inc., which include national lifestyle TV networks such as HGTV, The Food Network, Fine Living and more.

### **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](http://www.storwize.com).

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