



**Storage Industry Veteran Roger Cummings
Joins Storwize as Vice President, Worldwide Sales**

*Cummings to focus on helping customers optimize
primary storage and cut costs via real-time data compression*

MARLBOROUGH, Mass. — March 08, 2010 — Storwize, the leader in online storage optimization solutions through real-time data compression, today announced that Roger Cummings has joined the company as its vice president of worldwide sales. Cummings, who has spent more than twenty years building sales teams and helping customers achieve success, will lead Storwize’s direct and indirect sales efforts. This includes growing the company’s roster of strategic partnerships and business relationships with customers.

Prior to joining Storwize, Cummings held senior positions at several emerging companies including: Infobright, RevStor, Sanvoi Technologies, Archivas, ApplQ, and Tellisoft. Cummings has led organizations in sales, strategic relationships, enabling technologies, and the development of new business units, as well as in the acquisition many of these start-up companies by larger corporations.

“Storwize’s patented technologies around making primary storage compression real-time and random access are what make this opportunity very exciting,” Cummings said. “This company is a game changer because its innovations drive down storage costs while improving efficiencies of downstream storage, such as backup, replication and deduplication, without any negative performance impact.”

Storwize real-time data compression appliances enable IT managers to reduce the storage footprint in the data center and, as a result, reduce associated power and cooling costs. Storwize’s ability to dramatically reduce storage utilization by 50 to 90 percent and maintain performance enables IT managers to see an immediate ROI from their Storwize investments.

“Roger is a great addition to our new executive team of industry experts,” said Ed Walsh, Storwize CEO. “I am confident he will find success enabling our partners to provide greater value and service to their customers while enabling our direct customers to cut their storage capital and operational expenses significantly.”

About Storwize

Storwize provides online storage optimization through real-time data compression, delivering dramatic cost reduction without performance degradation. Based on the Storwize Random Access Compression Engine™ (RACE), Storwize STN appliances transparently compress primary storage between 50 and 90 percent without changes in performance, storage, applications, networks or processes. RACE ensures that Storwize appliances deliver real-time random access and deterministic, lossless data compression to maintain reliable and consistent performance and data integrity. Storwize helps slow the growth of storage acquisition and related storage life cycle costs, including reducing the amount of storage to be managed, powered and cooled. Storwize is headquartered in Marlborough, Mass., with offices worldwide. Storwize, optimize without compromise. Visit www.storwize.com.

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