



FOR IMMEDIATE RELEASE

PRESS RELEASE

CONTACT AGENCY:

Judy Smith
JPR Communications
818-884-8282
judys@jprcom.com

CONTACT STORWIZE:

Peter Smails
Senior Vice President, Marketing
peters@Storwize.com

Storwize Named a ‘Cool Vendor’ for 2009 by Leading Industry Analyst Firm

Storwize included for its unique ability to reduce storage costs throughout the data lifecycle

LOS GATOS, Calif., March 10, 2009 – Storwize Inc., the leading provider of capacity optimization solutions, was named among the “Cool Vendors in Storage Management, 2009” by Gartner Inc. analysts. Storwize solutions are deployed at hundreds of customer locations worldwide, enabling organizations to achieve significant and immediate ROI by dramatically reducing their cost of storage and associated infrastructure footprint, power, cooling and administrative costs.

“We are pleased that Gartner named us a ‘Cool Vendor,’” said Peter Smails, Senior Vice President of Worldwide Marketing at Storwize. “Given the current economic climate, IT organizations must find ways to reduce costs by getting more from their existing storage infrastructure. Our unique real-time compression solutions not only deliver immediate savings by creating more capacity on existing storage, but also enhance storage performance and utilization, enabling organizations to extend the useful life of those assets, further reducing their need to spend on storage.”

The Storwize STN-6000p 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.

About Gartner's Cool Vendors Selection Process

Gartner's 'Cool Vendors' report is designed to highlight interesting, new and innovative vendors, products and services. Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. For more information about Gartner or the Cool Vendor report, visit www.gartner.com.

About Storwize

Storwize's unique real-time capacity optimization and data reduction 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.

###