



Capacity Optimization Without Compromise

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PRESS RELEASE

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**Storwize STN-6000p Data Reduction Solution Selected As a Finalist
for 'Product of the Year'**

Company's primary storage optimization solution earns honor for third straight year

LOS GATOS, Calif., January 29, 2009 – [Storwize](#) Inc., the market leader in primary storage optimization, was selected as a finalist for the annual TechTarget Storage Products of the Year award, vying for the title against industry heavyweights such as EMC, NetApp, Symantec and VMware. This is the third straight year that Storwize has been selected as a finalist for the Storage Products of the Year award, and the company won the 2007 Bronze Award.

Product of the Year candidates are evaluated based on their innovation, performance, ease of integration into existing environments, ease of use and manageability, functionality and value. Winners will be announced in February after having been judged by the TechTarget Storage Media Group editorial staff and a team of users, industry experts, analysts and consultants.

"We are extremely pleased to continue to receive recognition for our industry-changing [STN](#) line of primary storage optimization solutions with a third-straight nomination in the TechTarget 'Storage Products of the Year' awards," said Peter Smails, Senior Vice

President, Worldwide Marketing at Storwize. “With technology that directly reduces the cost of storage while also delivering storage performance and utilization benefits, we believe that we’ve created a product that customers will find a winner every year. To be recognized as a finalist is strong validation of our technology and unique customer value proposition.”

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 create reducing capacity requirements throughout the data lifecycle while also enabling enhanced storage performance and resource utilization efficiencies.

About Storage Magazine

TechTarget’s *Storage* is the only monthly publication that provides information technology (IT) executives, managers, and staff with in-depth analysis and forward-looking guidance on managing, storing, networking, and safeguarding the data at the core of large organizations. TechTarget distributes the magazine to a controlled, qualified circulation of 50,000 storage-focused IT professionals. *Storage* has received numerous awards, including the ASBPE Awards for Editorial Excellence and the Folio: Show “Ozzie” and “Eddie” Awards. In addition, the editorial staff of *Storage* has been named a finalist for the prestigious Jesse H. Neal Awards for Excellence in Business Journalism.

About SearchStorage.com

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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.

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