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## **PRESS RELEASE**

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### **Storwize Named ‘Cool Vendor’ By Leading Industry Analyst Firm**

*Leading analyst firm evaluates companies that are innovative, impactful, intriguing*

**SAN JOSE, Calif., March 13, 2007** – Storwize Inc., the only provider of innovative online storage compression solutions, has been included among a group of “Cool Vendors” listed in a February 27, 2007 report entitled “Cool Vendors in Storage Systems, 2007” authored by Pushan Rinnen, Roger W. Cox, Stanley Zaffos and Stewart Buchanan of Gartner, Inc.

The Gartner Report indicates that “storage is playing an increasingly significant role in the overall IT cost, as more and more organizations are experiencing fast growth in storage capacity.”

“We are pleased to be included in Gartner’s prestigious Cool Vendors in Storage Systems report. We believe this analysis commends us for our work in helping organizations better manage their storage in more cost-effective ways,” said Gal Naor, Storwize CEO. “By using our innovative data compression appliance, these organizations can realize up to five times the storage utilization as they currently enjoy without incurring performance degradation on their network systems. Because of this, we are able to make a very significant improvement on IT costs and ultimately their bottom lines.”

Storwize’s new STN-6000 features new data compression technology that leverages a powerful multi-core hardware platform. This technology allows existing infrastructures to store as much as five times more data than is available on average today with no performance degradation, helping the most data-intensive enterprises maximize their growing network infrastructure at a fraction of their current

cost. This new product requires no workflow changes, no software agents, no drivers and no configuration changes.

### **About Gartner's Cool Vendors Selection Process**

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designated to highlight interesting, new and innovative vendors, products and services.

Gartner disclaims all warranties, expressed or implied, with respect to this research, including and warranties of merchantability or fitness of a particular purpose.

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.

### **About Storwize**

Storwize, Inc. is a leading provider of data compression solutions that dramatically boost storage space on network storage environments. Storwize appliances are installed between the organization's storage arrays and their network. Designed to work with any storage array it is connected to, the Storwize appliance typically provides organizations with 2-5X additional capacity with associated savings in capital, operational, maintenance and management resources. Storwize solutions have been successfully tested for interoperability with leading storage vendors such as EMC and NetApp. More than 120 Storwize appliances have shipped worldwide.

Privately held and headquartered in San Jose, Calif, Storwize is a member of the Storage Networking Industry Association (SNIA) and has gained an ISO 9001:2000 certification. For more information, visit [www.storwize.com](http://www.storwize.com).

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