



**PRESS RELEASE**  
**For Immediate Publication**

## **ICEWEB ADDS CLOUD STORAGE INDUSTRY VETERAN AS CHIEF MARKETING OFFICER**

**STERLING, Va. – (PR NEWSWIRE) – January 5, 2012** – IceWEB™, Inc. (OTCBB:IWEB), [www.iceweb.com](http://www.iceweb.com), a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that the Company has named Steven Toole as Chief Marketing Officer.

Mr. Toole is a cloud storage industry veteran with more than 20 years of experience in all aspects of marketing, product management, and demand generation. He brings the perspectives of successfully marketing cloud storage and storage resource management products to businesses and governments via global channel partner networks. Most recently, Mr. Toole fueled 5x growth in cloud replication solutions for AppAssure, landing the company within the top 100 on the 2011 Inc. 500 list. Prior to AppAssure, Mr. Toole served as head of marketing technology products for IBM and Symantec to the US Federal Government for immixGroup, following a period in 2004-2005 as head of marketing at INPUT serving over 1,000 of the largest technology contractors to US government organizations. In addition, Mr. Toole was VP of Marketing for Precise Software's Storage Resource Management Division until its acquisition by Veritas Software, later acquired by Symantec Corporation.

"We are delighted to have Steven Toole join the IceWEB senior management team. His proven track record of driving rapid growth for cloud storage technology products through channel partners in the public and private sectors are a natural fit for IceWEB's strategic objectives for 2012 and beyond," stated John R. Signorello, CEO of IceWEB. "Steven's ability to apply high-impact product marketing, product management and demand creation across our family of best-in-class unified data storage products are very timely for IceWEB's continued success."

"With the rapid deployment of virtualization as cloud-enabling technology, IceWEB is perfectly positioned to be the unified data storage provider-of-choice with a feature set and performance metrics that are competitive with legacy storage providers – but at a price point that simply can't be beat," Mr. Toole commented. "Recent accolades by industry experts at CRN and DCIG further validate IceWEB's competitive advantages, earning IceWEB "Best of Breed" in replication and very high marks across the board as compared to providers priced much higher than IceWEB's unified data storage solutions."

### **About IceWEB, Inc.**

IceWEB, Inc., headquartered just outside of Washington, D.C. manufactures and markets data storage products. For more information, please visit [www.iceweb.com](http://www.iceweb.com).

*This press release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. In some cases you can identify those so-called "forward looking statements" by words such as "may," "will," "should," "expects," "plans," "targets," "believes," "anticipates," "estimates," "predicts," "potential," or "continue" or the negative of those words and other comparable words. These forward looking statements are subject to risks and uncertainties, product tests, commercialization risks, availability of financing and results of financing efforts that could cause actual results to differ materially from historical results or those anticipated. Further information regarding these and other risks is described from time to time in the Company's filings with the SEC, which are available on its website at: <http://www.sec.gov>. We assume no obligation to update or alter our forward-looking statements made in this release or in any periodic report filed by us under the Securities Exchange Act of 1934, as amended, or any other document, whether as a result of new information, future events or otherwise, except as otherwise required by applicable federal securities laws.*

**Contact:**  
IceWEB, Inc.

Investor Relations, 571.287.2400

[investor@iceweb.com](mailto:investor@iceweb.com)

or

Stephen D. Axelrod, CFA, 212.370.4500

[steve@wolfeaxelrod.com](mailto:steve@wolfeaxelrod.com)

Wolfe Axelrod Weinberger Associates, LLC.