



PRESS RELEASE
For Immediate Publication

IceWEB's Unified Data Storage: "A Must-Have for the Cloud"

STERLING, VA. – (PR NEWSWIRE) – January 13, 2012 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage for cloud and virtual environments, was named in a predictive analysis entitled, "Unified Storage: A Must-Have for the Cloud," by independent industry expert Arthur Cole, IT Business Edge.

Mr. Cole cites a notion he credits to analyst Greg Schultz, portraying unified storage as the flip side of the cloud computing coin, providing the support infrastructure necessary to realize the true benefits of the cloud.

"Storage remains one of the primary applications for most cloud deployments these days, which by their nature encompass a diverse set of resources and configurations," Mr. Cole said. "Along with virtualization, unified storage should be a high priority for enterprises looking to extend their footprint onto internal or external cloud infrastructure."

Named "Best in Class" for replication by independent test lab analysts at DCIG, IceWEB's unified data storage arrays enable cloud and virtualized environments to standardize on a single, unified platform for both block and file data, while simultaneously leveraging thin provisioning to get the most out of deployed storage capacity throughout the data center. Designed to be extremely affordable to cost-sensitive small to mid size organizations, IceWEB's unified data storage arrays provide enterprise-class features and performance at a price point suitable to any IT budget.

All IceWEB Unified Storage Platforms are available through the Company's exclusive value-added distributor Promark Technology (800-634-0255). Promark markets IceWEB products throughout the United States through its nationwide network of 1,200 channel partners. For more information, please visit www.promarktech.com.

For a live demonstration of IceWEB's proprietary storage management software interface that ships standard on all IceWEB unified data storage arrays at no additional cost, visit IceWEB at www.IceWEB.com or email sales@iceweb.com.

About IceWEB, Inc.

IceWEB builds award-winning, high performance unified data storage products with enterprise storage management capabilities at a fraction of the price of traditional providers. Through thin provisioning, target deduplication and inline compression, IceWEB's unified storage arrays enable standardization, consolidation and optimized storage utilization for virtual and cloud environments, saving up to 90% of storage costs, while reducing space, power and cooling requirements and simplifying storage management.

IceWEB, Inc., headquartered just outside of Washington, D.C. manufactures and markets data storage products. For more information, please visit 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.

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