



**PRESS RELEASE
For Immediate Publication**

ICEWEB RELEASES NEW CASE STUDIES DEMONSTRATING ENTERPRISE USE CASES FOR ITS UNIFIED DATA STORAGE PLATFORMS

STERLING, Va. – (PR NEWSWIRE) – January 24, 2011 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that it has released two case studies outlining the way many of its customers are successfully using IceWEB Data Storage to enhance business productivity and increase return on investment.

Many of our customers are using our unified platform to deliver data resources to the entire enterprise; connecting to Cloud computing, Virtual Machines, Databases and traditional unstructured data. Because the IceWEB platforms offer connectivity to all mainstream storage protocols and offers disaster recovery features enterprises need, it is the ideal platform for mission critical data.

The Case studies can be found by clicking the links below:

http://www.icweb.com/product_pdf/IW_Case%20Study_ANG%20final.pdf

http://www.icweb.com/product_pdf/IW_Case%20Study_Leading%20Edge.pdf

“We are working diligently to demonstrate the value of the IceWEB platform by releasing whitepapers, feature briefs, analyst reports and case studies,” stated, John R. Signorello, CEO of IceWEB. “Many of these documents can be found in our resources section of our website. New materials will be uploaded as they become available.”

About IceWEB, Inc.

Headquartered just outside of Washington, D.C., IceWEB 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.

Contact:

IceWEB, Inc.

Investor Relations, 571.287.2400

investor@iceweb.com

or

Stephen D. Axelrod, CFA, 212.370.4500

steve@wolfeaxelrod.com

Wolfe Axelrod Weinberger Associates, LLC.