



PRESS RELEASE
For Immediate Publication

ICEWEB ANNOUNCES “ICETIME” GUARANTEE OF FIVE MINUTE SETUP TIME OR LESS FOR ANY ICEWEB UNIFIED DATA STORAGE APPLIANCE

Free NetBook Computer Included With Purchase; Comes Preconfigured With Setup Wizard for Effortless Deployment in Minutes for Small to Mid-Sized Organizations

STERLING, VA. – (PR NEWSWIRE) – January 25, 2012 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage appliances for cloud and virtual environments, announced today its new “IceTIMETM” Guarantee, promising a setup time of five minutes or less for any of its unified storage appliances, compared to hours required by complicated systems manufactured by larger vendors. To back its claim, the company is shipping a NetBook computer preconfigured with IceWEB’s setup wizard with every order at no additional cost.

“The benefits of cloud computing and virtualization should not come at a cost of unnecessary added complexity in the data center,” said Steven Toole, IceWEB Chief Marketing Officer. “So with our IceTIME Guarantee, we’re taking the ‘stall’ out of ‘installation’. We’re firmly committed to providing the absolute fastest and easiest set up time for small to medium sized organizations deploying unified storage appliances. With the free NetBook, implementing one of our award-winning unified appliances is as fast and easy as installing a printer – and there isn’t a single network admin on the planet who can’t do that.”

Under the terms of the IceTIME guarantee, if customers can’t implement IceWEB’s appliances within five minutes using the free NetBook computer, they are entitled to return the system within seven days for a full refund and keep the Netbook gratis.

IceWEB’s unified data storage appliances provide the absolute best performance, features and price for small to medium businesses optimizing file and block data storage utilization in cloud and virtual environments. IceWEB’s unified storage appliances provide a standardized platform for your cloud and virtualization deployments, simplifying your data center environment while optimizing storage resources you’ve already deployed. And with fewer systems to power, cool and manage, you also benefit from reduced total cost of ownership (TCO).

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.

About IceWEB, Inc.

Headquartered just outside of Washington, D.C., IceWEB manufactures award-winning, high performance unified data storage appliances 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. For more information please call 800-465-4637 or 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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