



PRESS RELEASE
For Immediate Publication

IceWEB Names Karl Chen, Storage Veteran to Lead Worldwide Channel Sales

STERLING, Va. – (BUSINESSWIRE) – February 16, 2010 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of building blocks for cloud storage networks and purpose built appliances, announced today that Karl Chen, Principal, What Tech Companies NeedTM, LLC (WTCNeed) will join IceWEB to accelerate U.S. channel development and sales adoption of its full-featured Iplicity storage system products. Formerly with LeftHand Networks, Mr. Chen was instrumental in developing LeftHand's channel and then eventually selling the company to HP for \$360 million. In his role with IceWEB, Mr. Chen will leverage his WTCNeed team to expand IceWEB's reach nationally and market the brand to make IceWEB a household player among the elite storage integrators in the country. Over the next 30 days, IceWEB will open geographic locations in California, Denver, Chicago, Austin, Atlanta and Boston.

In line with the Corporate Update issued on December 29, 2009, the goal is to focus 100% on building out the indirect sales channel. The Company also expects to sign on a distribution partner before the end of the quarter.

"IceWEB's product line is unique and proven in the marketplace. We're clearly excited to come on board to quickly grow IceWEB's channel sales, so customers may benefit from the power and simplicity of Iplicity storage systems," said Karl Chen, principal partner at WTCNeed. "What Tech Companies Need will bring the full complement of strategic and operational marketing and channel development staff to accelerate IceWEB's channel push. WTCNeed consultants have over 50 man years of experience in developing effective business development and channel sales strategies for companies such as LeftHand Networks, Hewlett-Packard, BMC Software, MicroMuse, Compaq and others. We will be aligning IceWEB's channel sales model with indirect channel partners to maximize revenues and grow market share profitably. Storage resellers and service providers should contact us at info@iceweb.com."

"We know data storage customers are looking for scalable and affordable solutions, such as IceWEB's Iplicity Storage Systems, that are quick to deploy, simple to use and provide a rapid return on investment," said John R. Signorello, Chairman and CEO of IceWEB, Inc. "Our plan to expand our channel sales of these products will be greatly accelerated by leveraging Mr. Chen's knowledge and contacts. Mr. Chen adds tremendous knowledge of the storage industry and execution resources to capitalize on the operations of our channel marketing and sales strategy. With our partnership we will be enabled to quickly reach additional customers that want high performance storage systems for use as Network Attached Storage (NAS) and Storage Area Networks (SAN) unified storage."

About IceWEB, Inc.

Headquartered just outside of Washington, D.C., IceWEB manufactures and markets storage solutions and on-line cloud computing application services. Its customer base includes U.S. government agencies, enterprise companies, and small to medium sized businesses (SMB). 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 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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