



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

## **ICEWEB LAUNCHES NORTHEAST CHANNEL PROGRAMS**

### ***Names Storage Veteran Kevin Maloney, Northeast Channel Sales Director to Lead Boston Operations***

**STERLING, Va. – (PR NEWSWIRE) – February 19, 2010** – IceWEB, Inc.<sup>™</sup> (OTCBB: IWEB), [www.IceWEB.com](http://www.IceWEB.com), a leading provider of building blocks for cloud storage networks and purpose built appliances, announced today that in line with last week's press release regarding channel sales expansion, Kevin O. Maloney has been named to spearhead the Northeast Channel. The Boston expansion is the first of six strategically planned remote office locations across the country opened to accelerate the growth of IceWEB's channel sales division.

In his role as IceWEB's Northeast Channel Sales Director, Mr. Maloney will be responsible for channel development and sales adoption of IceWEB's full-featured Iplicity storage system products for the New England region. Previously, Mr. Maloney was with Xyratex International (Nasdaq: XRTX) in the capacity of Senior Sales Manager and LSI as Regional Sales Manager Responsible for Channel Development in North and South America as well as growing revenue and driving programs within Distribution partners including Tech Data, Ingram, Bell Micro.

#### **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](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 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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