



PRESS RELEASE
For Immediate Publication

IceWEB Comments on Private and Public Companies Showing Positive Results From Cloud Computing

STERLING, Va. – (BUSINESSWIRE) – March 5, 2010 – IceWEB, Inc.[™] (OTCBB: IWEB), www.IceWEB.com, a leading provider of purpose built appliances and building blocks for cloud storage networks, announced today that new research by Enterprise Management Associates (“EMA”) suggests that while enterprises are showing a cautious face to the world on cloud computing, companies that have already implemented cloud computing are planning to pile in enthusiastically.

EMA surveyed more than 800 large organizations, and most respondents acknowledged anticipated concerns about security, and interest in potential investment savings. The research indicated that new adoption of cloud computing to this point has been very small overall, but has exploded in organizations that had already tried it.

“From Fortune 500 Companies to Government agencies, branches of the military, and the small business owner, our clients are asking for products that are robust, scalable, easily installed and managed. They want storage solutions that provide cost savings as everyone’s budgets are being stretched in this tough economic cycle,” stated John R. Signorello, CEO of IceWEB. “The need for data storage grows daily, and IceWEB’s ability to scale our clients up and out will allow us to continue to offer state of the art products at extremely competitive prices.”

“The estimate is that 11% of enterprises overall are going to cloud next year,” said Andi Mann, Vice President of Research, Systems and Storage Management for EMA and lead author of the study. “A lot of the griping and whining that you hear is the skeptics, and they certainly exist,” he said. Despite the seeming coolness to cloud, though, Mann found that enterprises using cloud computing, public or private, almost always had positive results.

Study participants that already used [Software as a Service \(SaaS\)](#) or [Infrastructure as a Service \(IaaS\)](#) products such as Salesforce.com or Amazon Web Services said that 25% of their IT was already outside the organization. By 2012, more than half of IT consumption will be in the cloud.

“It is very promising to see that IceWEB’s vision and corporate strategy to enter the cloud computing and data storage arena in 2008 was the right direction for the company. IceWEB’s ability to offer competitive products at much lower prices than legacy storage vendors has positioned the Company to have continued success in the second half of 2010 and an even stronger 2011. We have committed to keeping shareholders updated on all of our progress,” concluded, Signorello.

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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