



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

## **ICEWEB SOLIDIFIES NATIONAL CHANNEL ROLLOUT**

***In preparation of Global Channel Network Program launch, Company Opens  
Chicago, Denver, Austin and Atlanta Offices***

**STERLING, Va. – (BUSINESSWIRE) – March 10, 2010** – IceWEB, Inc.<sup>™</sup> (OTCBB: IWEB), [www.IceWEB.com](http://www.IceWEB.com), a leading provider of Unified Data Storage and building blocks for cloud storage, announced today that it has signed on storage veterans to run the Central, Southcentral, Southeast and Mountain geographic regions of the United States to support the growing customer base and Channel Network Program (CNP). As previously stated in our December update, we continue to focus on growing our worldwide channel alliance program.

"We are committed to providing our channel partners with differentiated solutions, tools and resources needed to grow a profitable business," said John R. Signorello, CEO at IceWEB. "The IceWEB Channel Network Program will provide qualified channel partners the specialized resources required to become IceWEB solution experts in the field."

IceWEB partners will service customers across vertical segments, including government, energy, manufacturing, Internet and cloud, financial services, digital media, and K-12 education. The IceWEB Channel Program offers increased support to address these high-value markets and meet the ever-growing customer requirements for Cloud Computing and enterprise solutions.

IceWEB's Channel Program benefits will include:

- **Partner Portal** — Personalized online access to a wide range of information, including sales and marketing tools designed to facilitate business and engagement between IceWEB and its partners.
- **Opportunity Registration** — Protect pre-sales investments by registering sales opportunities with IceWEB. Registration qualifying partners for additional financial incentives.
- **Qualified Lead Distribution** — Receive qualified leads from IceWEB's marketing campaigns and field sales engagements.
- **Joint Sales Engagements and Business Development** — Joint account planning and sales initiatives with assigned IceWEB account executives.
- **Joint Go-To-Market Campaigns and Events** — Participate in IceWEB marketing campaigns, tradeshows, seminars and workshops.
- **Demo equipment** – all partners will receive the demo equipment needed to close business.

For additional information on the IceWEB Channel Program, please visit <http://www.iceweb.com/partners/index.htm>.

### **About IceWEB, Inc.**

Headquartered just outside of Washington, D.C., IceWEB manufactures and markets purpose built appliances, network and cloud storage solutions and delivers 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.*

Contact:  
IceWEB, Inc.  
Investor Relations, 571.287.2400 [investor@iceweb.com](mailto:investor@iceweb.com)