



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

## **ICEWEB LAUNCHES REVOLUTIONARY SECURE TUNNEL MODE ARCHITECTURE (TMA) FOR CLOUD STORAGE**

***Proprietary Algorithm to Provide Internet Protocol Security (IPsec) Tunneling to Advanced  
Encryption Standard AES-256***

***Company Aims to Enable Secure Storage Access, Secure Data Storage in the Cloud***

**STERLING, Va. – (PR NEWSWIRE) – March 16, 2010** – IceWEB, Inc.<sup>™</sup> (OTCBB: IWEB), [www.IceWEB.com](http://www.IceWEB.com), a leading provider of Unified Data Storage and secure building blocks for cloud storage networks, announced today that the Company's Iplicity<sup>™</sup> Cloud Storage Appliance now fully incorporates both Internet Protocol Security (IPSEC) secure access capabilities and AES-256 Volume Encryption.

Gary Dunham, SVP of Product Development & Engineering for IceWEB stated, "Our Iplicity Storage System, which includes the Cloud Storage Appliance, was architected to solve the complex storage problems that are present across broad sectors of today's computing environment. Businesses small and large are looking for ways to conserve their funds and stretch their IT budgets while providing the highest performance, most secure solutions possible to their constituents. Our recently announced no-overhead AES-256 Encryption capabilities allow companies to ensure that the data their employees are charged with safeguarding is held closely according to the highest available government security standards."

"Credit Card companies and Financial Institutions fall prey daily to security penetrations, viruses and breaches. In addition, Life Sciences organizations, from large insurance companies and hospitals, to small rural Doctors' offices, are charged and mandated by HIPAA to protect confidential patient information, both at rest and in-transit. Our Encrypted Volume feature does just that; whether or not data is being transported over the internet, it stays encrypted," Dunham continued. "It doesn't need to be decrypted to be packaged to send, and then re-encrypted; it stays that way. Now IceWEB, with the IPSEC tunneling feature, can provide all users of that data a secure encrypted link with which to view and/or modify that data. Many legacy storage vendors can do this as well, the issue here is the cost; either they force their customers to pay for costly software 'options' or they rely on a loosely integrated third party solution which could compromise data security. IceWEB believes that you should be able to easily choose the level of protection required for your data; and by doing so; you should not have to pay an additional fee to protect your confidential and proprietary data. Without secure data transmission, cloud computing and data storage is going to be challenged by the legacy vendors like NetApp and EMC. Once again, IceWEB's innovative team is tackling the issues and providing solutions to their customers. The Company feels strongly that the client should be able to

choose the level of protection that it needs, so we have made our AES-256 Volume Encryption and IPSEC tunneling capabilities available at no cost to our clients.”

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

Headquartered just outside of Washington, D.C., IceWEB manufactures and markets Converged Data Storage solutions, building blocks for cloud storage networks, purpose built appliances and delivers on-line cloud computing application services. Its customer base includes over 1500 organizations worldwide including U.S. government agencies, enterprise companies, and small to medium sized businesses (SMB). To learn more about IceWEB our products, please visit our website at [www.IceWEB.com](http://www.IceWEB.com) or call the company at (800) 465-4637.

*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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