



PRESS RELEASE
For Immediate Publication

ICEWEB INTRODUCES NEW 600 HC ULTRA HIGH DENSITY STORAGE SHELF

Storage System Now Scales to 1.8 Petabytes in a Single Data Center Rack

STERLING, Va. – (MARKET WIRE) – July 21, 2011 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, introduced today its IceWEB 600HC Storage Expansion shelf. With up to 60 3.5” SAS, SSD and/or SATA drives per each 4U 600HC enclosure, one data center rack can be configured for up to 600 disk drives or 1.8 petabytes (1,800,000,000,000,000 bytes) of data storage.

The new 600HC expansion shelf enables customers to control expansion costs by reducing data center power, space and cooling requirements by up to 65% compared to conventional data center storage infrastructures.

“With literally no limits on the number, size or types of data, IceWEB Unified Storage Systems are designed to grow and adapt to meet the data storage market’s exponential growth projections,” said Ed Kraus, IceWEB’s Vice President of Operations. “And by supporting both block and file data, customers can easily and safely store their business and mission-critical data by adding affordable IceWEB disk expansion shelves such as the 600HC.”

IceWEB’s Unified Storage Systems with their built-in 128-bit ZFS file system, provide customers with the storage and data management facilities required to handle extremely large, growing amounts of digital data. All IceWEB storage systems are designed to meet the challenges of both virtualized and traditional infrastructures.

About IceWEB, Inc.

IceWEB, Inc., headquartered just outside of Washington, D.C. manufactures and markets data storage products. 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, as amended, 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

or

Stephen D. Axelrod, CFA, 212.370.4500

steve@wolfeaxelrod.com

Wolfe Axelrod Weinberger Associates, LLC.