



PRESS RELEASE
For Immediate Publication

ICEWEB AND PROMARK TECHNOLOGY PROCEEDING TO COMPLETE DEFINITIVE MERGER AGREEMENT

STERLING, Va. – (PR NEWSWIRE) – August 3, 2011 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that the merger with Promark Technology announced on March 7, 2011 is continuing to progress towards a successful close.

“The synergies between IceWEB and Promark were evident prior to signing the merger agreement and have proven to be even more synergistic since March,” stated Dale Foster, President of Promark Technology. “As a CEO that has been involved in many mergers and acquisitions of other technology companies in the past, this merger I believe will be the easiest to integrate. Corporate culture, geographic proximity, leadership and roles are many issues that could complicate a merger and they have already been addressed.”

John R. Signorello, IceWEB Chairman and CEO stated, “We closed this deal in escrow in an effort to expedite the process. Unfortunately, navigating the capital markets and regulatory logistics took longer than initially anticipated. Everything is now in place to move forward with completing this merger with ProMark Technology. We encourage all shareholders to review the details of the merger agreement filed in an 8k (http://www.sec.gov/Archives/edgar/data/1097718/000114420411013368/v213879_ex99-2.htm) on March 8, 2011.”

IceWEB and Promark’s management teams are working diligently to complete the merger and will keep shareholders updated with its progress. Management will host a conference call following the closing of the merger to provide as much information as the Companies can share as well as detail about the company’s growth strategy moving forward.

About IceWEB and Promark Technology

IceWEB, Inc., headquartered just outside of Washington, D.C. manufactures and markets data storage products. For more information, please visit www.iceweb.com. Promark Technology distributes data storage and electronic imaging products through value-added resellers and system integrators. For more information, please visit www.promarktech.com.

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.

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