



**PRESS RELEASE
For Immediate Publication**

ICEWEB ADDS INDUSTRY VETERAN AS VP OF PRODUCT MARKETING & ALLIANCES

STERLING, Va. – (PR NEWSWIRE) – August 25, 2010 – IceWEB™, Inc. (OTCBB:IWEB), www.icweb.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that the Company has named Dave Glatfelter as the new VP of Product Marketing and Alliances.

Mr. Glatfelter is an industry veteran with more than 25 years experience in all aspects of marketing, product management and alliance management. He brings the perspective of having worked both as an IT manager, as well as on the vendor side defining products that solve problems and reduce costs. From 2004 through 2008 Mr. Glatfelter was the Director of Product Management at LeftHand Networks. After the acquisition of LeftHand Networks by Hewlett Packard in 2008, he worked with major partners such as Microsoft and VMware defining Hewlett Packard's storage integration strategy. Prior to his time at LeftHand, Mr. Glatfelter held a variety of positions in Product Management, Product Marketing, International Marketing, Channel Marketing and Partner Alliances with start-up and Fortune 1000 companies.

"We are delighted to have Dave Glatfelter join the IceWEB senior management team. He has the deep storage application knowledge to take our IceWEB storage products to the next level of features and capabilities," stated Karl Chen, SVP of Sales & Marketing of IceWEB. "Dave will also forge our strategic technology partner alliances and ensure that the IceWEB products are fully integrated with all the key technologies needed for customers to deploy virtualized and cloud infrastructures."

"The IceWEB 5000 already has more features than any comparable product in its class," Mr. Glatfelter commented. "IceWEB has all the ingredients of becoming a major player in the middle markets. Innovative technology is something legacy and large data storage companies are searching for to gain a competitive advantage and increased market share. It will be a pleasure to work with IceWEB's top-notch technical team to extend the Company's products' capabilities and advance IceWEB's unified storage system solutions to meet our customers' demanding and evolving storage needs."

About IceWEB, Inc.

Headquartered just outside of Washington, D.C., IceWEB 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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