



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

## **ICEWEB STRATEGICALLY POSITIONED FOR EXPANDING DEMAND OF LARGE-SCALE CLOUD STORAGE SYSTEMS**

*Structured and Unstructured Data easily stored, managed, indexed and compressed in the  
Cloud*

**STERLING, Va.** – (PR NEWSWIRE) – August 29, 2011 – IceWEB, Inc.<sup>TM</sup> (OTCBB: IWEB), [www.IceWEB.com](http://www.IceWEB.com), a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that it will soon release a innovative, high-end IceWEB storage platform that will allow for multiple performance tiers of storage in a single platform. This capability allows cloud service providers to support multiple applications and services in a single cost effective platform. Cloud service providers can provision database and virtual machines from the performance tier and backup services from a capacity tier. Additionally, IceWEB customers can apply solid-state disk drive to the performance tier to create a hybrid storage pool.....all part of the company's focus on high-performance, unified cloud storage systems.

International Data Corporation (IDC) estimates that in 2010, the networked storage market rose to \$17.55 billion. A growing segment of that market is at the high-end as new business information increases 50% every year (Forbes Magazine, 8-22-11).

This dramatic increase in data provides opportunity for everyone. On the supply side, demand for unified storage systems continues to increase. On the consumer side, businesses now have high-speed data access to help them make better decisions, identify business trends, and discover new customer preferences.

“The recent announcements of our IceWEB 6000-HA (High Availability) and 6000-HB (Hybrid) Unified Storage Platforms are major steps to meet the emerging needs of these high-performance cloud-driven customers,” said John R. Signorello, IceWEB CEO. “And, our recent solid state drive announcements, hybrid array technology and new expansion disk shelves are all part of our master plan to increase share in this fast growing high performance market.”

All IceWEB Unified Storage Platforms are available through the Company's exclusive value-added distributor Promark Technology (800-634-0255). Promark markets IceWEB products throughout the United States through its nationwide network of 1,200 channel partners. For more information, please visit [www.promarktech.com](http://www.promarktech.com).

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

IceWEB, Inc., headquartered just outside of Washington, D.C. manufactures and markets unified data storage products. 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, 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](mailto:investor@iceweb.com)

or

Stephen D. Axelrod, CFA, 212.370.4500

[steve@wolfeaxelrod.com](mailto:steve@wolfeaxelrod.com)

Wolfe Axelrod Weinberger Associates, LLC.