



PRESS RELEASE
For Immediate Publication

ICEWEB UNIFIED STORAGE SYSTEMS CONTINUE TO FOSTER CHANNEL ADOPTION

Single Interface Consolidates Structured and Unstructured Data

STERLING, Va. – (PR NEWSWIRE) – August 30, 2011 – IceWEB, Inc.[™] (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that its unified storage platforms are assisting partner organizations of all sizes optimize their data storage investments.

A single IceWEB Unified Storage System runs and manages both block-based and file-based data files. Therefore instead of separate storage platforms, one IceWEB System combines both modes into a single device. Customers are able to reduce their hardware expenditures as well as saving on power, cooling and floor space. Managing and maintaining one instead of two physical devices is also simpler and more efficient.

“Our experience with demanding customers like the intelligence and defense agencies of the U.S. Government has given us the insight on how to efficiently manage today’s unstructured, fast-growing data volumes while keeping everyone’s costs manageable and affordable,” said Ed Kraus, IceWEB Operations VP. “That’s why all of our IceWEB storage systems support both file and block data in virtual server infrastructures whether they be in the cloud or data center.”

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.

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.

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.