



**PRESS RELEASE
FOR IMMEDIATE PUBLICATION**

INDUSTRY ANALYST FIRM *STORAGE STRATEGIES NOW* PROVIDES INDEPENDENT SNAPSHOT REPORT ON ICEWEB, Inc.

STERLING, Va. – (PR NEWSWIRE) – August 31, 2010 – IceWEB™, Inc. (OTCBB:IWEB), www.iceweb.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that *Storage Strategies NOW* released a Snapshot report on IceWEB's unified storage system.

To view the full report, please click on the following link:

http://www.iceweb.com/product_pdf/IceWEB_ZFS_Snapshot_Report_20100826_Final.pdf

“Our IceWEB 5000 unified storage platform technology and strategy is validated with this independent and objective report,” stated John R. Signorello, IceWEB CEO. “I encourage shareholders, channel partners, analysts, and potential customers to read this report.”

About Storage Strategies NOW

Storage Strategies NOW (SSG-NOW) is an industry analyst firm that offers written publications and analysis for IT users, business and technology leaders. Information from SSG-NOW provides an overview of a technology market, opinion and commentary of the market, vendors that provide products and services in the market and predictions about future trends.

SSG-NOW, founded in 2007 by well-known storage observer Deni Connor, is about delivering market and industry opinion in a straightforward, simple and easy to understand manner that end-users can immediately understand. SSG-NOW focuses on realistic storage solutions for today's data centers.

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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