



PRESS RELEASE
For Immediate Publication

ICEWEB HYBRID ARRAY TECHNOLOGY ACCELERATES INPUT/OUTPUT OPERATIONS ON ALL ICEWEB UNIFIED STORAGE PLATFORMS

STERLING, Va. – (MARKET WIRE) – August 31, 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 entire IceWEB product line of Unified Storage Platforms now ship with Hybrid Array technologyTM (HAT).

This technology creates another layer of cache between the ARC (Adaptive Replacement Cache) and the hard disk drives. Called L2ARC (Second Level Adaptive Replacement Cache), it contains data that was in the ARC but hasn't been accessed in a quantified period of time. When a request for data comes in, it looks first in the ARC. If the Data is not located in the ARC, instead of going to the slow-moving, spinning hard-disk drives, the request is automatically forwarded to the faster L2ARC layer.

In addition, all IceWEB Hybrid Storage Platforms feature ZIL (ZFS Intent Cache), a write cache that uses Solid State Drives (SSD) to log calls for data to be written to the hard disks. This allows the writes to be cached, flushed together and then written synchronously which is much faster than slow-performing random writes.

“We’re seeing a significant demand increase for ever-faster IOPS (Input/Output Operations per Second),” said Ed Kraus, VP IceWEB Operations. “Our Hybrid Storage models with SSD dramatically increases IOPS compared to hard disk systems. And, our L2ARC and ZIL Hybrid Array Technologies are major reasons why IceWEB Unified Storage Platforms are ideal for any high-performance, I/O intensive applications.”

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.

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