



**PRESS RELEASE
FOR IMMEDIATE PUBLICATION**

ICEWEB CONTINUES POSITIVE MOMENTUM FROM VMWORLD

IceWEB Channel Program now has 42 Partners

STERLING, Va. – (PR NEWSWIRE) – September 7, 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 the Company is seeing positive momentum in the channel for the IceWEB 5000.

John R. Signorello, IceWEB CEO, commented, “The Company now has signed on 42 partners nationwide and with the interest and momentum from the VMWorld Conference, that number will continue to increase. Our goal is to reach 100 partners with in the first year of the launch and we are pleased to announce we are on track to reach our goal.

“The VMWorld conference for virtualization and cloud computing, held last week in San Francisco topped 15,000 attendees. The way companies of all sizes manage their growing storage needs is changing and how these new solutions are developed is as well.”

“I’ve been critical of the hype surrounding the cloud, but what I saw at VMworld was a sea change from what I’ve seen previously. Some very large companies (VMware, but many others as well) are pinning massive amounts of capital -- and indeed, their futures -- on both the concepts of public and private clouds becoming not just an option, but the de facto way of conducting IT operations,” stated Matt Prigges, analyst with Information Overload. “The very public wrangling between HP and Dell over cloud-optimized storage provider 3PAR only serves to underline this point. These companies have had their wheelbarrows under the cash spigot of traditional server and storage sales for years. Now the spigot is moving -- and they're tripping over themselves to stay underneath it.”

“The movement toward virtualized storage combined with the need to manage and index file and block data in the same platform make the IceWEB 5000 a perfect fit for the mid market play,” continued, John R. Signorello. “We are looking forward to the remainder of 2010 and are very excited to grow our channel partner team and product offerings in 2011.”

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.

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