



PRESS RELEASE
For Immediate Publication

CLOUD SERVICE PROVIDER BROADASPECT CHOOSES ICEWEB

BroadAspect Deploying IceWEB Unified Storage Platform for Enterprise-Class Data Center Cloud Services

STERLING, Va. – (PR NEWSWIRE) – September 7, 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 BroadAspect, a business-class broadband and networking services company, is deploying IceWEB Unified Storage Systems to power its new enterprise-level, cloud services infrastructure.

BroadAspect's new cloud service offering enhances their managed hosting capabilities by delivering a broad spectrum of enterprise applications—including server and desktop virtualization, web services, high transactional workloads and disaster recovery. IceWEB's virtualized storage systems allow for multiple tiers of storage from a single IceWEB platform. Consequently, cloud service providers can provision database and virtual machines from a performance tier and backup services from a capacity tier. All IceWEB Unified Data Storage Systems support both file and block data which can dramatically reduce the amount of physical storage required.

"IceWEB's VMware integrated systems enable us to do a lot more with a lot less," said Nick Ellerman, BroadAspect Vice President of Cloud Services. "Consequently, we're able to scale our storage resources with customer demand, reducing both operational and capital expenditures. With literally no limit on the number, size or types of data, with IceWEB Unified Storage Systems we are able to grow and adapt to the evolving and changing needs of our customers."

BroadAspect is a service provider focused on direct fiber optic network services to on-net Cloud services such as Voice Over IP Telephony (VoIP), cloud infrastructure services, application hosting and end user collaboration services. With its new data storage partner, the company is now able to provide more flexible storage solutions to Cloud Services customers.

About BroadAspect

This Ashburn, VA Company offers end-to-end services including broadband internet, Voice over IP telephony (VoIP) and application hosting services. The business was established in 2001 and has consistently expanded service offerings and market reach in the Washington DC area and now provides services nationwide through multiple datacenters. For more information, please visit www.broadaspect.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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