



PRESS RELEASE
For Immediate Publication

**ICEWEB UNIFIED STORAGE SYSTEMS DRAMATICALLY SIMPLIFY AND
STREAMLINE STORAGE MANAGEMENT FOR VIRTUALIZED SERVER
ENVIRONMENTS**

Administrators can Create 300 Identical Virtual Machines in under a Minute

STERLING, Va. – (MARKET WIRE) – September 8, 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 Virtual Machine DataCenter (VMDC) application significantly simplifies storage management for system administrators responsible for establishing and implementing storage policies in virtualized server installations.

With VMDC, Administrators can manage their virtual environment storage from a single location. Easily installed using standard system utilities, IceWEB's VMDC provides a simple, point-and-click user interface that discovers all ESX or Xen servers and all Virtual Machines (VMs) on the servers. It also includes support for Microsoft Hyper-V, making it one of only a few storage solutions to support all major virtualization environments.

"The amalgamation of virtual machines, cloud computing, and unified data storage enables IT department professionals to be responsive to their user's ever-increasing demands for more instant, accurate, customized data," said Ed Kraus, IceWEB Operations VP. "Our VMDC enables administrators to establish replication policies for each VM; quickly clone new storage-efficient VMs; start and stop VMs; and establish backup and retention procedures."

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.