



**PRESS RELEASE
For Immediate Publication**

ICEWEB ANNOUNCES AVAILABILITY OF ICEWEB STORAGE SYSTEM 3000

Two Models of All-Inclusive Unified Storage Offering Optimize Capacity and Performance

STERLING, Va. – (PR NEWSWIRE) – October 5, 2010 – IceWEB™, Inc. (OTCBB: IWEB), www.IceWEB.com, a leading provider of unified data storage and building blocks for cloud storage networks, today announced the addition of a new, cost-effective unified storage solution to its product line, the [IceWEB Storage System 3000](#).

The IceWEB 3000 is available in two configurations, the 3000-HC and the 3000-HP. The 3000-HC is designed to deliver the most capacity per dollar of any contemporary storage array. Using the latest 1 and 2 TB enterprise SATA disk drives, the 3000-HC delivers up to 24TB within a single 2U appliance, and can scale to 480 TB. Combined with fast 15K RPM SAS drive technology, the 3000-HP is optimized around delivering the best performance for the price. The IceWEB 3000 is ideal for storing both file and block-based data including virtualized server images, email, databases, video, images, scanned documents, and storage for cloud applications.

All IceWEB Storage System configurations offer a complete set of [storage management features](#) including in-line de-duplication, compression and thin provisioning for unparalleled storage efficiency rates without major performance penalties. This combination of technologies, with an industry leading 128-bit file system, dramatically reduces the physical storage requirements and offers applications as much “virtual” space as needed. In some cases, storage efficiency rates can approach 90 percent, delivering outstanding value in terms of dollar per usable terabyte and helping to reduce power consumption and data center footprint. In addition, the IceWEB systems include unlimited snapshots, clones, asynchronous and synchronous replication, built-in integrated management module for VMware and many other features, all included for no extra charge in the standard product.

“IceWEB’s introduction of the IceWEB 3000 product line does more than just give end users a cost-effective 2U platform that provides excellent value per TB and high-end performance,” said Jerome Wendt, principal analyst, DCIG, an analyst firm specializing in software, hardware and services companies within the storage industry. “Its robust feature set sets it apart from all others in this tier of midrange arrays.”

Pricing for the IceWEB Storage System 3000 starts at \$23,000. The product is available immediately through IceWEB resellers worldwide.

To join an IceWEB webinar showcasing the Storage System 3000, register [here](#).

For more information: please visit iceweb.com or contact info@iceweb.com.

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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