



**PRESS RELEASE  
For Immediate Publication**

## **MARKET DEMAND FOR CLOUD STORAGE CAPACITY FUELING ICEWEB EXPANSION**

### *IceWEB Footprint Scaling Exponentially in the Cloud*

**STERLING, Va. – (MARKET WIRE) – October 18, 2011** – IceWEB, Inc.<sup>TM</sup> (OTCBB: IWEB), [www.IceWEB.com](http://www.IceWEB.com), a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today that it has received a significant expansion order from one of its major customers. IceWEB storage expansion sales are increasing because customers need more space for data archiving, reference data and fixed-content applications. All IceWEB Unified Storage Systems support both block and file data in virtual server infrastructures whether they are in the cloud or in a data center.

With their built-in 128-bit ZFS file system, IceWEB storage systems scale easily. Adding storage becomes affordable when customers utilize IceWEB's ultra-high density 4U storage shelf which can house up to 60 3.5" SSD, SAS or SATA drives. Thus one data center rack can be configured with as many as 600 hard disk drives. By being able to place up to 1.8 petabytes in a single rack, compared to traditional data storage configurations, customers control expansion costs by reducing data center power, space and cooling requirements.

"As our customer footprint continues to grow, orders for ancillary service contracts, storage expansion, software licensing sales and recurring revenues all increase as a result," said John R. Signorello, IceWEB CEO. "Meanwhile our high-end Unified Storage Platforms with hybrid SSD technology are attracting new customers seeking high-performance, high-availability platforms. Add to that our VMware compatibility and you can see why we're looking forward to a great 2012."

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](http://www.promarktech.com).

#### **About IceWEB, Inc.**

IceWEB, Inc., headquartered just outside of Washington, D.C. manufactures and markets data storage products. For more information, please visit [www.iceweb.com](http://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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