



**PRESS RELEASE
For Immediate Publication**

ICEWEB AND NETSTAR-1 PARTNER TO DELIVER HIGHLY REDUNDANT STORAGE SOLUTION

STERLING, Va. – (PR NEWSWIRE) – October 27, 2010 – IceWEB, Inc.TM (OTCBB: IWEB), www.IceWEB.com, a leading provider of Unified Data Storage and building blocks for cloud storage networks, announced today it has received an order for an IceWEB Storage System 5000-HR.

Each IceWEB 5000 controller is equipped with dual port 8Gb Fibre Channel and 10Gb Ethernet, making it the perfect solution for a software development platform. The end customer is one of the largest technology companies in the world and will be utilizing the IceWEB 5000-HR to ensure that its operating system can communicate with industry leading storage protocols, such as those offered in the IceWEB 5000 platform. The highly redundant IceWEB Storage System 5000-HR will be used for development and testing CIFS, NFS, WEBDAV, FTP, RSYNC, HTTP and NDMP with its network operating system.

Karl Chen, SVP of Worldwide Channel Sales and Marketing, IceWEB, stated, “This order is representative of the success of our two tier distribution model. Our Channel Sales Manager (CSM) works closely with the Channel Partner to engage an organization where the Channel Partner already has a strategic relationship. We utilize our Channel Partner to educate the end customer on the value of the IceWEB Storage Platform. Then Promark Technologies, our national distributor, handles all credit and the logistics of drop shipping the system to the Channel Partner for installation at the end customer site. As we continue to grow our base of educated Channel Partners, we are confident that the amount of registered deals will grow meaningfully.”

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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