



**PRESS RELEASE  
For Immediate Publication**

**ICEWEB ANNOUNCES RECEIPT OF ORDER FROM ARDENT MANAGEMENT CONSULTING TO ENHANCE GEOSPATIAL SERVICES FOR GOOGLE™ EARTH ENTERPRISE**

***Geospatial Leader Deploys IceWEB Unified Storage with i-Cubed 1M eSAT Data Pre-fused by IceWEB to Increase Image Processing Speeds, and Accelerate Project Turnaround and New Business Acquisition***

**STERLING, Va. – (PR NEWSWIRE) – December 29, 2010** – IceWEB, Inc.<sup>™</sup> (OTCBB: IWEB), [www.IceWEB.com](http://www.IceWEB.com), a leading provider of Unified Data Storage and building blocks for cloud storage networks, today announced that Ardent Management Consulting has been awarded a contract to deploy IceWEB to power the image processing workflow that is core to federal customers mapping and geographic information system (GIS) services. Using the IceWEB 3000, featuring its Unified Storage Management operating system, Ardent can now consolidate imagery onto a single, high performance, highly scalable, shared pool of storage, increasing image processing speeds.

“Ardent’s Federal clients demand geospatial solutions that provide rapid delivery to meet their mission goals,” said Michael Matechak, Vice President, ArdentMC. “Our firm has built strong relationships with our clients by remaining objective in the selection of supporting tools and systems to match requirements. The superior image processing speeds, storage capacity, and lower cost comparison to competitors, made the selection of IceWEB an easy decision to meet the goals of the operating system.”

“Prior to deploying IceWEB’s unified storage platform, the performance and scalability demands of our unique customer needs overwhelmed traditional storage systems, limiting GIS processing performance and workflow productivity. ArdentMC needed a high performance storage scalable for an Enterprise-wide solution for a Federal Customer, while reducing the unnecessary storage management burden,” concluded Michael Matechak.

IceWEB’s solution includes a 56TB 3000HC high performance Unified Storage platform pre-loaded with i-Cubed ([www.i3.com](http://www.i3.com)) 1m eSAT dataset prefused into a Google™ Earth Enterprise Globe.

“Demand for geospatial solutions is reaching new heights, creating exciting business opportunities for innovative Small Business companies like ArdentMC,” stated John R. Signorello, IceWEB CEO. “We look forward to continuing to provide solutions to this exciting vertical market and building on the momentum from our existing relationship with our Google Earth Enterprise partners that were announced in April.”

**About ArdentMC ([www.ardentmc.com](http://www.ardentmc.com)) – SBA Certified HUBZone** - As a SBA designated HUBZone Small business with offices in Front Royal, Reston, and Arlington, Virginia, ArdentMC builds complex GIS systems from its Geospatial Software Development Office in Kihei, Hawaii. Dedicated to the SBA HUBZone Program, ArdentMC leverages the six hour time difference between the east coast and Hawaii as a competitive advantage,

extending the length of the software development workday to 14 hours/day. ArdentMC's focus on Geospatial Information Systems (GIS) represents a customer-centric approach to GIS. The commoditization of visualization capabilities has resulted in explosive growth in the web-based, mashup market. ArdentMC harnesses Google, ESRI and open source geospatial capabilities to integrate organizational mission systems to deliver a GIS experience that focuses on the needs of the end-user. ArdentMC's Consultants design, develop, implement, and deploy solutions via direct prime contracts to customers ranging from the U.S. Department of Homeland Security, Department of Defense, and Federal Civilian agencies, as well as through subcontract relationships with Large Business Integrators.

**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](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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