

**ASEMPRA BUSINESS CONTINUITY SERVER™ NAMED  
“BEST OF Connections 2007” FINALIST BY *WINDOWS IT PRO***

**Santa Clara, Calif. (October 29, 2007)** – Penton Media’s *Windows IT Pro* has announced that Asempra’s Business Continuity Server (BCS) was named as a finalist for the magazine’s “Best of Connections 2007 Awards” in the Windows category. The overall winner will be announced in the Windows category at the Las Vegas Connections 2007 show in the beginning of November. The Business Continuity Server will be shown in Asempra’s booth at the Connections show in Las Vegas, November 5 – 7, 2007 in booth 209.

"This is our first year for the Best of Connections program and we were extremely pleased with the more than 60 entries received. After technical evaluation of all nominated products, we chose 18 finalists, based on strategic importance to the market, competitive advantages and value to the customer," said Michael Otey, technical director for *Windows IT Pro*.

"We are very excited to be recognized by *Windows IT Pro* as a finalist for the “Best of Connections 2007,” said Eric Herzog, vice president of marketing and operations for Asempra. “With our ability to make Exchange or SQL fully usable in 30 seconds after a storage failure, we are addressing one of the most critical issues facing mid-market IT. The Business Continuity Server provides an exceptional offering in the continuous availability market that addresses the critical business needs for disaster recovery, business continuity, application failover, e-discovery, recovery management, and compliance and governance support in a single, all-encompassing solution.”

Asempra’s patented application-aware, file-based, and real-time continuous availability solution delivers near-zero data loss with guaranteed application and data availability for Windows environments. Using Virtual On-Demand Recovery™ technology, Exchange and SQL can be recovered as fast as 30 seconds after a storage failure. No longer do applications have to wait for hours or days for a complete storage recovery for the applications and users to be productive. With the BCS’s continuous and instant availability, Asempra insures the data is there when the application is ready to start.

The data is guaranteed to be completely usable on the first recovery, is never lost, and is always available. With Asempra’s BCS, simple point-and-click, global-to-granular recovery provides flexibility that ranges from individual objects, such as a single e-mail or file, all the way to a complete server farm. Asempra dramatically reduces the cost and complexity of continuous availability for applications and data by consolidating the needs of business continuity, disaster recovery, e-discovery, recovery management, compliance and governance into a single solution.

**About Asempra Technologies, Inc.**

Asempra Technologies is a leading provider of continuous availability solutions for Windows applications and data. Ranked as an "Outstanding Choice" in September 2007 and a "Top Ten Start-up to Watch" in September 2006 by ByteandSwitch, Asempra's Business Continuity Server™ enables application availability and data recovery as rapidly as 30 seconds, from any location, at any point-in-time. Incorporating real-time continuous data protection, application failover, snapshot, replication, disk-based backup, and seamless tape backup integration, the BCS provides data protection, disaster recovery, business continuity, e-discovery, recovery management, and compliance and governance support in a single easy-to-use solution. Tightly integrated with Microsoft Exchange, SQL and File Server platforms, the BCS allows companies to leverage existing infrastructure and reduce management complexity while providing near zero data loss. Asempra is headquartered at 3200 Patrick Henry Drive, Santa Clara, California 95054. For more information, please call 408.215.5800 or visit [www.asempr.com](http://www.asempr.com)

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