

## **MICROSOFT NAMES ASEMPRA TECHNOLOGIES APPROVED PARTNER IN STORAGE PARTNER SOLUTION PROGRAM**

**Sunnyvale, Calif. (August 17, 2007)** - Asempira Technologies, a leading provider of data protection and instantaneous application and data availability solutions for Windows environments, announced that it is now an approved developer in Microsoft's Storage Partner Solution program. Already a Microsoft Certified Partner, Asempira is now part of the Microsoft storage partner program that provides a wide range of benefits for independent software vendors, independent hardware vendors, and developers worldwide who focus on the storage market.

Asempira's patented application-aware, file-based, and real-time data protection solution delivers near-zero data loss with guaranteed application and data availability for Windows environments. Using Virtual On-Demand Recovery™ technology, an application's data is available for use within minutes, even seconds. The data is guaranteed to be completely usable on the first recovery, ensuring data is never lost and is always available. With Asempira's Business Continuity Server™ (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 data center. Asempira dramatically reduces the cost and complexity of IT data protection by consolidating the needs of business continuity, disaster recovery, e-discovery, recovery management, compliance and governance into a single solution.

Asempira's Business Continuity Server received the "Certified for Windows" designation from Microsoft in the first quarter of 2007. The BCS has been certified for use with Windows Server 2003 Standard and Windows Server 2003 Enterprise Editions.

"We are very excited to be part of the Microsoft Storage Partner Program," said Mike Morando, vice president of business development for Asempira. "Asempira's Business Continuity Server provides Windows-centric companies with a data protection solution that provides near-zero data loss and recovery times of seconds and minutes. As a member of the Storage Partner program, Asempira's Business Continuity Server provides an exceptional offering in the data protection market that addresses the business need for a single solution encompassing disaster recovery, business continuity, recovery management, and compliance and governance support."

### **About Asempira Technologies, Inc.**

Asempira Technologies is a leading provider of data protection and instantaneous application and data availability solutions for Windows. Named "One of the Top 10 Startups to Watch" by ByteandSwitch, Asempira's Business Continuity Server™ enables application availability and data recovery for Windows-based application data in minutes (even seconds), from any location, at any point-in-time. Incorporating real-time CDP, near CDP, snapshot, replication, disk-based backup, and seamless tape backup integration, the BCS provides data protection, disaster

recovery, business continuity, 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 640 West California Avenue, Suite 110, Sunnyvale, California 94086. For more information, please call 408.215.5800 or visit [www.asempr.com](http://www.asempr.com)

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#### **Contact Information**

##### **Julie Parayno, Katie Reid and Corey Oiesen**

Dovetail Public Relations

Phone: (408) 395-3600

Email: [asempr@dovetailpr.com](mailto:asempr@dovetailpr.com)

##### **Eric Herzog**

Vice President of Marketing and Operations

Phone: (408) 215-5815

Email: [ehertzog@asempr.com](mailto:ehertzog@asempr.com)