

ASEMPRA TECHNOLOGIES AND MSI ENTER INTO STRATEGIC PARTNERSHIP

VARBusiness 500 Reseller to Offer Business Continuity Server (BCS) to Its Customer Base

Sunnyvale, Calif. (July 25, 2007) - Asempra Technologies, a leading provider of data protection and instantaneous application and data availability solutions for Windows environments, today announced that it has entered into a strategic partnership with MSI Systems Integrators (MSI). MSI, headquartered in Omaha, Neb. with locations in 15 states and Canada, has been a member of VARBusiness's prestigious VARBusiness 500 for several years. MSI matches its comprehensive hardware and software solutions with extensive service offerings that include a strong practice in backup, disaster recovery, and business continuity. MSI is an IBM Premier Business Partner, Cisco Gold Business Partner, and Microsoft Gold Certified Partner.

"We are extremely excited to be working with such an innovative data protection company as Asempra," said Tony Regier, senior vice president, storage practice, MSI Systems Integrators. "Asempra's Business Continuity Server™ (BCS) is focused squarely at Windows-centric companies with a data protection solution that delivers near-zero data loss and recovery times in seconds and minutes. With our extensive experience in the backup, disaster recovery, and business continuity solution areas, we quickly saw the unique value the BCS will deliver to our customers."

Asempra'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, of recovery. The data recovered is guaranteed to be completely usable on the first recovery, eliminating the need for multiple, costly manual recoveries that often result from other technologies and products. With the Business Continuity Server, 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. Asempra 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.

"The partnership of Asempra and MSI provides Windows customers an exceptional data protection and instantaneous availability solution," said Michael Hughes, vice president of sales for Asempra. "Asempra has achieved a major milestone by having one of North America's strongest resellers as its valued partner. With MSI's extensive customer relationships, outstanding support, and broad experience in disaster recovery and business continuity

practice, Asempra and MSI can provide customers the most comprehensive data protection solution for Windows environments.”

About MSI Systems Integrators

MSI Systems Integrators helps companies make their businesses better by providing IT optimization, enterprise security, business intelligence, business integration, business continuity and content management solutions. A leading provider of hardware, software and services, MSI has deep technical skills and partners with technology leaders such as IBM, Cisco Systems, Microsoft, Symantec, Brocade, Asempra and VMware to provide world-class business solutions that help companies be more responsive, productive and resilient. MSI is headquartered in Omaha, Nebraska with offices throughout the United States.

About Asempra Technologies, Inc.

Asempra 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, Asempra'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, disk-based backup, replication, and seamless backup integration, the BCS provides data protection, disaster recovery, business continuity, recovery management, e-discovery, 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.asempracom.

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