

## **ASEMPRA TECHNOLOGIES RESELLER PROGRAM SHOWS EARLY SUCCESSES**

### *10 Resellers Establish Partnerships with Asempra in Q2 2007*

**Sunnyvale, Calif. (July 9, 2007)** - Asempra Technologies, a leading provider of data protection and instantaneous application and data availability solutions for the mid-market, announced that it has already entered into 10 strategic reseller partnerships, since establishing the Asempra reseller program in April 2007. Asempra's new reseller partners include resellers from across the United States and Canada. The Asempra partner program offers resellers a set of comprehensive programs such as qualified leads, priority service and support, sales and technical training, product discounts, and pre-product release information.

"Working with such a ground-breaking data protection company as Asempra allows us to provide our customers with a unique solution that solves one of the most critical issues in mid-market IT – how to properly protect their data in today's 24x7 world and keep it always available," said Gavin Simpson, VP Sales at Enterprise Storage Solutions. "Not only does Asempra's Business Continuity Server (BCS) deliver a data protection solution with near zero data loss and recovery times in seconds and minutes, but their straightforward reseller programs, excellent support, and a product that is so easy to understand and implement make it a huge Win-Win."

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 recovery 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.

"We are extremely pleased with the success of our recently launched Asempra Partner Program," said Michael Hughes, vice president of sales for Asempra. "Our reseller partners are an important part of our success as we deliver a truly unique, next generation data protection solution to the mid-market. Data protection is as critical to small and mid-sized companies as it is in the enterprise. Through our partnerships in the channel, Asempra will meet these data protection needs with a solution that provides near zero data loss with guaranteed application and data availability for Windows environments for a low entry cost of only \$15,000 retail list price."

The Asempra Partner Program benefits include:

- Priority Service and Support. Partners receive priority access to Asempra's technical support team via telephone, fax, and e-mail.
- Sales Leads and Referrals. Asempra targets leads and referrals to complement specific areas of expertise for partners by geographic region.
- Deal Registration is available to protect the upfront sales investment partners make when they open up new opportunities.
- Training. Regularly scheduled sales and technical training is offered for free. In addition, focused sales and technical training programs are available on demand.
- Demonstration Products. Partners have access to heavily discounted copies of the Business Continuity Server.
- Market Development Funds (MDF). MDF is available for Asempra's strongest partners for pre-approved programs.
- Pre-Release Information. Partners receive advanced product release information and are automatically eligible for beta test programs.

### **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, replication, disk-based backup, and seamless tape backup integration, the BCS provides data protection, disaster recovery, business continuity, 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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