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## **ASEMPRA TECHNOLOGIES NAMED “COOL VENDOR” BY LEADING ANALYST FIRM**

*Vendors selected for the “Cool Vendor Report” are innovative, impactful, and intriguing.*

**Sunnyvale, Calif., March 22, 2006** -- Asempra Technologies, a pioneer in the development and implementation of enterprise-level data protection and real-time recovery management solutions, has been named one of Gartner Inc.'s “Cool Vendors in Data Protection” in a research report that was released on March 6, 2006, by Carolyn DiCenzo and Dave Russell. The report highlighted a group of “cool new data protection” vendors that offer disk-based solutions.

According to the report, the storage software industry is dominated by two primary markets: the backup market and the replication market. During the next few years, these two markets will continue to control the majority of software spending in storage management.

This report lists a group of cool new data protection vendors that are delivering disk-based solutions that capture data more frequently and that deliver faster recovery than traditional backup solutions.

“We believe being highlighted by Gartner as a ‘cool vendor’ is a tremendous honor,” said Marty Ward, vice president of products and marketing. “We have worked closely with our customers to develop a continuous data availability solution that exceeds the expectations of those who are tasked with protecting and recovering mission critical applications. That input has enabled us to develop a solution that is not only easy to use and storage system agnostic, but ‘cool’ as well.”

On [September 28, 2005](#), Asempra announced the Asempra Business Continuity Server™ (BCS), a real-time recovery management platform that delivers transaction-aware continuous data protection with guaranteed data integrity and instant recovery. The Asempra BCS protects application data in its most efficient form - at the byte level - as transaction events occur in real-time, protecting organizations against data loss and downtime. In February, the company announced that it had secured a second round of funding totaling \$20 million, bringing its total funding to date to \$29 million.

### **About Gartner's Cool Vendors Selection Process**

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

### **About Asempra Technologies**

Asempra Technologies is a leading provider of real-time recovery management solutions, which deliver continuous data protection with guaranteed data integrity and instant recovery. The Asempra Business Continuity Server™ leverages existing IT infrastructures and reduces the management complexity and tools required for today's data protection needs. 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).

### **Editor's Notes:**

1. All Asempra news releases (financial, acquisitions, manufacturing, products, technology, etc.) are issued exclusively by PR Newswire and are immediately thereafter posted on the company's external website, [www.asempr.com](http://www.asempr.com).
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