

ASEMPRA NAMED 2008 HOT COMPANIES FINALIST BY SILICON VALLEY COMMUNICATIONS

Santa Clara, Calif. (February 12, 2008) – Asempra Technologies, a leading provider of continuous availability solutions for Windows applications and data, announced that it has been named a 2008 Hot Companies finalists by *Silicon Valley Communications*. Selected from a global industry analysis of information technology vendors that included established large companies, mid-size and new start-ups around the world, Asempra has advanced to the finalists stage based on the "4Ps" selection criteria—namely Products, People, Performance, and Potential. The coveted 2008 Hot Companies analysis encompasses companies in all areas of information technologies including security, wireless, storage, networking, software and communications.

"Asempra is very excited about being named a Finalist for the 2008 Hot Company award," said Gary Gysin, CEO at Asempra. "This industry acclaim further validates our position as the leading company to deliver mid-market firms a comprehensive, all-in-one solution that ensures continuous availability and data protection. We are very proud of this recognition and will continue to ensure that our customers' Windows applications and data are available 24x7 with near-zero data loss and 100% uptime."

The "Hot Companies" 2008 evaluation process also assessed candidates for entrepreneurial spirit, seasoned executives with relevant experience, clear understanding of the segment of IT market they are currently active and plan to stay active, products and solutions that are positioned to take advantage of the emerging market opportunities, well developed revenue-growth model and clearly planned expansion strategies.

Asempra was honored as a 2008 Hot Companies finalist at Technosium 2008 - held January 27-29, 2008. In Asempra's presentation, "The Building Blocks of Business Continuity", Asempra discussed the current state of traditional data protection and business continuity and how Asempra's solution provides operational resilience to critical business processes.

Asempra's BCS solution protects SQL, Exchange, and Windows File Server applications and data through a patented approach that captures and indexes all data events, creating a virtualized data store that allows instantaneous recovery to any point-in-time. Using Asempra's virtualized recovery and data protection technology (Virtual On-Demand Recovery™), Exchange and SQL can be available as fast as 30 seconds after a storage failure. The BCS allows IT administrators to "roll back the clock" so that applications and their data are immediately available at any point-in-time just as they were before outages caused by storage failures, human error, virus outbreaks, or even a datacenter fire. The BCS delivers complete, uncorrupted data at all times, eliminating the need for multiple, costly manual recoveries that are frequently required when relying on traditional backup and restore technologies.

The BCS solution combines next-generation storage technologies into an all-in-one solution tailored to mid-market needs. The BCS incorporates real-time continuous data protection (CDP), application availability, snapshot, replication, disk-based backup, and seamless tape backup integration to ensure business data is always available, 24x7. Bringing together multiple technologies into an all-in-one, easy-to-use solution is dramatically more cost-effective, and easier to manage for mid-size companies with limited IT resources.

About Asempra Technologies, Inc.

Asempra Technologies is a leading provider of continuous availability solutions for Windows applications and data. Named as a "Best of Connections 2007" Finalist in October 2007, ranked as an "Outstanding Choice" by ByteandSwitch in September 2007, and selected as a "Top Ten Start-up to Watch" in September 2006 by ByteandSwitch, Asempra's Business Continuity Server™ enables application availability and data recovery in seconds or minutes, from any location, at any point-in-time. The BCS solves many critical concerns of small to medium sized businesses, providing continuous availability, data protection, disaster recovery, business continuity, and recovery management in one easy to use solution. Tightly integrated with Microsoft Exchange, SQL and Windows 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.asempratech.com

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