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**ASEMPRA TECHNOLOGIES NAMED ONE OF THE TOP 10 START-UPS TO WATCH BY BYTE AND SWITCH**

*Product updates, \$20 million in new funding and customer successes earn Asempra top spot on prestigious list.*

**Sunnyvale, Calif., October 16, 2006** - Asempra Technologies, a pioneer in the development and implementation of recovery management solutions that drive data recovery time down to minutes for Windows-based applications, today announced that the company has been named one of the Top 10 start-ups to watch by Byte and Switch. In its roundup [report](#) of leading start-ups released on Sept. 14, 2006, Byte and Switch said of Asempra, "what makes Asempra Technologies stand out is that it picked the right target – Microsoft Exchange – and launched with features that make it competitive...right out of the gate."

Byte and Switch was launched in June 2001 by Light Reading to address enterprise users' need for clear, concise information about the exploding field of storage networking. Byte and Switch delivers the latest news and analysis of the technology, people, and partnerships that shape and transform the storage industry's landscape. While daily news is the cornerstone of Byte and Switch, the site also offers insightful analysis.

"Being recognized as one of the Top 10 start-ups by a leading industry publication such as Byte and Switch is a tremendous honor," said Marty Ward, Vice President of Products and Marketing, Asempra Technologies. "In the past eight months we've secured our second round of financing, developed and released Version 2.0 of the Business Continuity Server, and are protecting the most valuable asset of our global customers – their data. Being recognized as one of the leading start-ups validates what our

customers already know – the Asempra Business Continuity Server is *the* next generation solution for data protection and disaster recovery.”

The Asempra BCS is an application-aware recovery management platform that dramatically improves application continuity by providing on-demand recovery of data. The Asempra BCS combines data protection and disaster recovery for Microsoft Exchange, any Windows file server application, and SQL database applications. Integration with existing tape backup systems is provided through a standard interface for tape archival products including Veritas NetBackup, Legato NetWorker, and Tivoli Storage Manager to fully utilize existing software to store data to tape.

Version 2.0 of the Asempra Business Continuity Server was announced at Storage Decisions on September 27, 2006. For more information, please visit <http://www.asempr.com> or call 408.215.5800.

#### **About Asempra Technologies, Inc.**

Asempra Technologies is a leading provider of recovery management software that dramatically improves application continuity by providing on-demand recovery of data. The Asempra Business Continuity Server™ leverages existing IT infrastructures and reduces the management complexity and tools required for today’s data protection and disaster recovery 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).

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