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MORE THAN JUST STORAGE FOR THIS YEAR'S SNW EUROPE WITH THE LAUNCH OF VIRTUALIZATION WORLD AND DATACENTER TECHNOLOGIES

SNIA Europe and Angel Business Communications Announce 'The Power of 3: 3 events/2 days/1 location'

London, 8th June 2009 – SNIA Europe and Angel Business Communications today announced the launch of Virtualization World (www.virtualizationworld.net) and Datacenter Technologies (www.datacentertechnologies.net), two brand new events that will take place alongside SNW Europe (www.snweurope.net), the region's largest independent conference dedicated to data and storage management, to deliver the high-quality educational content around server virtualization, cloud computing, datacentre consolidation. All three conferences and the associated exhibitions will take place at Congress Frankfurt on 27th and 28th October 2009 under the banner 'The Power of 3: 3 events/2 days/1 location.'

'SNIA Europe has come a long way since its formation several years ago and the new co-located events reflect our current focus on technologies complementary to data storage, such as server and application virtualisation, cloud computing and datacentre infrastructure,' said Frank Bunn, Marketing Chair at SNIA Europe. 'We will leverage our experience around SNW Europe to make Virtualization World and Datacenter Technologies two of the hottest conferences for the EMEA IT calendar.'

With presentations, case studies and a vast array of SNIA tutorials covering server, storage, networks and application virtualisation, cloud-based architectures, data deduplication, security, tiered storage, FCoE and Solid State Storage, the three simultaneous events will attract the broad spectrum of end user IT professionals involved in data management, data storage, business continuity, server provisioning and application delivery and support, as well as IT resellers, consultants and distributors focussing on these technologies.

'We are very pleased with the level of interest shown to date in the new events because it supports our belief that even in difficult times, organisations are looking at new technologies and innovative IT delivery models, especially when they can learn about so much in just two days' said Paul Trowbridge, marketing director for the three events. 'As for SNW Europe in previous years, the content across the board will be of the highest quality, featuring end user, vendor and analyst speakers.'

To date a number of leading industry players have signed up for the events including 3PAR, CommVault, Data Domain, DataCore, Emulex, F5, Fujitsu, HMK, LSI, OSL, Quantum, Sony, Syncsort and Texas Memory Systems, with more coming on board over the next few weeks.

Last year SNW Europe saw 1,400 visitors from 24 countries including Japan and the United States cross its doors, including 1,000 end users, resellers, analysts and journalists and the organisers are looking to replicate this success across the three events.

'As a leading bank we are regularly inundated with offers of information on new products but our lack of time does not allow us to follow through with each leading vendor. At SNW Europe however we can spend time looking at several technologies, learning about new products and meeting with different vendors all in a couple of days. The return on my time means that I can easily justify taking the time to attend the event,' said Friedrich Ruppel, LAN Engineer at Commerzbank AG.

Bas van der Worp, Storage Administrator at Schering-Plough in the Netherlands, agrees: 'I have been coming to SNW Europe every year since 2005 because it allows me to take a good look at all the new technologies that I might be considering for my organisation. This year I made the most of my time by attending the expo, the conferences and the hands on lab in order to get a 360 degree view of what was on offer. I was particularly interested in solid state storage solutions and found plenty of information. I will certainly come back next year!'

The conference sponsors are also confident the new events will strengthen their marketing strategies and help their sales teams: 'From our storage roots we have evolved and broadened our focus to provide market leading data management technologies and we are excited to find a similar path in the development strategy of SNW Europe. The three conferences will fill a gap in the IT calendar and we want to be a part of that,' said Fiona Moon, Marketing Director EMEA at CommVault.

Marcus Schneider, Director of Product Segment Data Protection at Fujitsu agrees: 'Fujitsu has been an SNW Europe sponsor since the beginning and the new events will allow us to cost-effectively showcase a wider range of our products and technologies. The three events offer an unparalleled synergy that, as a market leader, we could not overlook,' and so does said Natascha Wilhelm, Marketing Manager Central & Eastern Europe at F5 'SNW Europe's evolution as an event to encompass the changing issues and challenges that its attendees have to face up to is the reason F5 has decided to be a Gold Sponsor for 2009. Aside from the must-haves for vendor participants i.e. attendee numbers and seniority levels, to drive useful conversations and hopefully develop commercial relationships, the fact that SNW Europe isn't limited to one facet of IT is also attractive. F5 plays in the storage arena, but does a good proportion of business in the data centre and in virtualisation-related markets, so to be able to touch all three of these interest areas in one hit makes it a logical move for us to support the show.'

More details on the strategy behind the new events and how the organisers plan to attract delegates and sponsors despite the economic downturn, read the Q&A with Paul Trowbridge at <http://www.snweurope.net/q&a.php>.

For further information on the conferences please visit www.snweurope.net, www.virtualizationworld.net and www.datacentertechnologies.net.

To register for a complimentary press/analyst pass please email fred.monsone@a3communications.co.uk.

About SNW Europe

Now in its sixth year, SNW Europe is the largest fully-independent conference where IT managers and professionals can attend SNIA-endorsed education tracks, get hands-on access to a wide range of solutions demonstrations, and mix with industry peers and technology experts who face similar IT storage and data management issues every day. SNW's unique association with the European storage user community enables us to bring you a conference program that addresses each of the highest priority issues shared among all types of organisation, both large and small, public and private. So whether you are just embarking on your first consolidated storage resource project or are looking at multi-site business continuity issues then SNW Europe is the place to be. For further information please visit www.snweurope.net

About Virtualization World

Launched in 2009 and co-located with SNW Europe, Virtualization World offers IT professionals a new platform to learn and develop their knowledge of this key IT technology in a vendor-independent environment supported not only by the leading players but also by SNIA Europe, the impartial voice of the industry. Over two days, the conference addresses the hottest topics and trends through jargon-free vendor-neutral tutorials and real-life case studies. Virtualization World also broadens the opportunities for new participants to promote their solutions through a dedicated conference program and exhibition. For further information please visit www.virtualizationworld.net

About Datacenter Technologies

Launched in 2009 and co-located with SNW Europe, Datacenter Technologies builds on the increasing amount of datacentre-focussed content at SNW Europe and offers IT professionals the opportunity to gather the specialised information they need to support their organisations through an efficient, reliable and competitive

datacentre. Datacenter Technologies also broadens the opportunities for participating sponsors to showcase a wider range of solutions, and opens doors for new participants to promote their technologies through a dedicated conference program and exhibition. For further information please visit www.datacentertechnologies.net