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PRESS RELEASE

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**Leading Animation Studio Reduces Primary Data Footprint
70% and Enhances Productivity with Storwize Capacity
Optimization**

Snowball VFX leverages real-time compression to consolidate its storage infrastructure, reduce power and cooling requirements, and enhance rendering time

LOS GATOS, Calif., June 16, 2009 – Storwize Inc., the leading provider of real-time capacity optimization solutions, today announced that Snowball VFX has chosen the company's capacity optimization solution to significantly reduce storage costs associated with its animation application data. Storwize solutions are deployed at hundreds of customer locations worldwide enabling organizations to achieve significant and immediate ROI by dramatically reducing their cost of storage and associated infrastructure footprint, power, cooling and administrative costs.

Snowball VFX, a leading production and outsourcing services animation studio, specializing in highly complex 3D animation projects and related services, was challenged with a need to meet the growing storage capacity requirements of its studio staff, including software developers, graphic artists, and editors, while also reducing the cost of its storage infrastructure, improving composing process performance and reducing backup/restore time. After comparing multiple competitive alternatives, Snowball VFX selected Storwize's

STN-6000i capacity optimization appliance that immediately provided savings of 70% in storage capacity requirements.

“We considered a number of alternatives including solutions from NetApp and Dell, and Storwize was the only solution that delivered both significant data reduction and enhanced performance from our existing storage infrastructure,” said Yoni Cohen, President of Snowball VFX. “Deploying Storwize reduced our cost per terabyte to less than \$1,000, improved our data availability, and shortened our workflow processes dramatically. There is no other solution like Storwize on the market.”

“Snowball’s deployment of Storwize is a great testament to our approach to capacity optimization,” said Peter Smalls, Senior Vice President of Marketing at Storwize. “Our real-time compression solutions are uniquely capable of delivering both financial and operational savings as well as enhanced performance from existing storage infrastructures. We’re proud to have Snowball VFX as one of our valued customers.”

About Storwize

Storwize’s unique real-time capacity optimization solutions are deployed globally helping organizations dramatically reduce their cost of storage and optimize their storage infrastructure throughout the data lifecycle. To learn more visit www.storwize.com

About Snowball VFX

Snowball VFX is a production and outsourcing services animation studio, specializing in highly complex 3D animation projects and related services, providing customers with high quality content for home entertainment, computer games, feature films, and media campaigns. To learn more visit www.snowballvfx.com

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