

CITY OF SAFFORD ACHIEVES CONTINUOUS AVAILABILITY WITH THE ASEMPRA BUSINESS CONTINUITY SERVER™

Santa Clara, Calif. (February 21, 2008) – Asempra Technologies, the leading provider of continuous availability solutions for Windows applications and data, announced today that the City of Safford, Arizona has implemented Asempra's Business Continuity Server (BCS) to provide continuous availability for its business-critical Exchange, SQL, and Windows file servers. The city continuously protects over 1 terabyte (TB) of data with the BCS and delivers an Exchange and SQL recovery service level agreement (SLA) measured in seconds.

Previously, the City of Safford used traditional backup and tape technology to protect their applications and data. Over time, they discovered that the backup infrastructure was woefully inadequate to meet the City's Recovery Point Objectives (RPO) and Recovery Time Objectives (RTO). In the past year alone, Safford had suffered Exchange and SQL Server storage failures where recovery times took more than a day and city workers could not access Exchange and SQL to keep essential government services operating.

Derek Kruger, IT and Communications Supervisor for the City of Safford, described his concerns. "We were nervous about the strong possibility of data loss between our nightly backups. In addition, the city was recently involved in a lawsuit and it took days for the IT team to recover critical files for the legal team. We started looking for a better backup and recovery solution."

Working closely with Asempra, Kruger identified the essential SLAs that would meet the business goals and objectives of the various city departments. Once all the analysis had been completed, it was clear to the City of Safford that Asempra's BCS was the best solution to solve their problems. The BCS was selected over point products from several leading backup vendors.

"Asempra's BCS ensures that we meet our SLAs by recovering Exchange and SQL server data within 30 seconds after any storage failure," said Kruger. "We use the BCS to protect our files, email, and SQL applications and data, and since our deployment we've been able to recover from any failure in seconds, saving days of IT time and costs. The BCS has paid for itself several times over in the 6 months since its installation."

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

"Asempra is very pleased to have empowered the City of Safford to provide 24x7 availability and data protection that supports their municipal employees and ultimately the community," said Michael Hughes, vice president of sales at Asempra. "Mid-market companies and local government organizations, like the City of Safford, appreciate a cost-effective, all-in-one solution that ensures continuous availability of Windows applications and data."

About The City of Safford

Located in southeastern Arizona, the City of Safford is the Graham County seat and serves as home to over 9,000 people. The City of Safford was established in 1874 and serves as a regional retail, government, and service hub for Graham County and the surrounding area. Primarily an agricultural area, the City of Safford has also developed as a mining and light manufacturing center.

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, and "Outstanding Choice" by ByteandSwitch in September 2007, 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.asempr.com

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