

Asempra and Hitachi Data Systems Sign Technology and Reseller Agreement

Joint Solution to Extend Data Protection and Availability Benefits to Mid-Market and SMB Customers

Santa Clara, Calif. (April 24, 2008) – Asempra Technologies, a leading provider of continuous availability solutions for Windows applications and data, today announced a technology and reseller partnership with Hitachi Data Systems Corporation, a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HIT) and the only provider of Services Oriented Storage Solutions. Under the terms of the agreement, Hitachi Data Systems will resell Asempra's Business Continuity Server™ (BCS), which when combined with Hitachi Adaptable Modular Storage and Simple Modular Storage storage systems, provides small and medium-sized businesses (SMBs) and mid-market customers advanced business continuity and disaster recovery capabilities.

"Customers of all sizes require real-time continuous data protection, application availability, and seamless backup technologies to ensure their most business-critical data is always available, 24x7," said Bruce Chumley, vice president of America's Channel Sales at Hitachi Data Systems. "In partnership with Asempra, we are further building on our commitment to providing our mid-market and SMB customers with cost-effective storage solutions that meet these critical requirements."

"We're pleased to work with Hitachi Data Systems to extend the reach of Asempra and Hitachi solutions into the SMB and mid-range markets," said Mike Morando, vice president of Business Development for Asempra. "Companies who are concerned about always-on access to applications and data, disaster recovery, or streamlining their backup processes will benefit from the combination of the Asempra BCS and Hitachi Data Systems modular storage solutions."

Through close collaboration with Asempra, Hitachi Adaptable Modular Storage and Simple Modular Storage storage solutions have been certified for compatibility with the Asempra BCS. In the future, Asempra and Hitachi Data Systems plan to expand on their partnership agreement to include joint sales and marketing activities in support of the combined solution.

Asempra Business Continuity Server (BCS) Key Features:

Asempra's all-in-one solution uses a combination of storage technologies to record data in real-time from an Exchange, SQL, or Windows file server. In the event of an outage, the Asempra BCS recovers data needed by the application in as little as 30 seconds, while a complete data recovery occurs transparently in the background. The Asempra BCS ensures that data is 100-percent usable on first recovery, eliminating the need for multiple time-consuming and costly recoveries. These advanced recovery capabilities complement Hitachi Data Systems' services-oriented storage solutions to eliminate the risk of data loss between backups, ensure instant access to granular data, and reduce overall IT cost and complexity.

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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.asemprapro.com.

Asempra Business Continuity Server and Virtual On Demand Recovery are trademarks of Asempra. All other trademarks are property of their respective owners. All Asempra news releases (financial, acquisitions, manufacturing, products, technology, etc.) are issued exclusively by PR Newswire and are immediately thereafter posted on the company's external website, <http://www.asemprapro.com>.

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