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'A GREAT EVENT,' 'AN IDEAL PLATFORM,' 'IMPRESSIVE QUALITY OF ATTENDEES,' 'I WILL DEFINITELY BE BACK.' SNW EUROPE HITS THE MARK AGAIN AND ANNOUNCES EXPANSION PLANS FOR 2009

1,400 Delegates, 70 Press and Analysts and 24 Countries Represented

London, 13th November 2008 – SNW Europe (www.snweurope.com), the region's largest independent conference dedicated to data and storage management, has shown that in 2008 IT professionals continue to look at ways to improve their datacentres no matter what budgets they have. Over the two and a half days SNW Europe and its 56 sponsors welcomed over 1,400 visitors from 24 countries including Japan and the United States. In spite of the current economic climate and the resulting restrictions on travel budgets, the organisers were delighted that the total attendance all but matched that of 2007. This year, over 1,000 visitors were 'quality delegates' i.e. end users, resellers, analysts and members of the media, almost matching last year's figures; once again the presence of press and analysts was strong with 70 in attendance from 13 countries.

The event organisers, Angel Business Communications and SNIA Europe, today also announced plans to extend the reach of SNW Europe in 2009 with the co-location of two additional events focussing on data centre technologies and server/storage virtualisation. Already in 2008 one third of the conference sessions focussed in some way on these two areas, demonstrating the reach of SNIA beyond that of just data storage. "We believe that by launching these two co-located events in 2009 we will enhance the value to European IT professionals by increasing the scope of the conference further, and by bringing an ever-wider range of related vendors together under one roof for two days of highly educational and thought-provoking sessions," commented Paul Trowbridge, Marketing Director for SNW Europe. Full details of these two new events will be released in December.

The value SNW Europe offers is not only given by the content of the conference, the range of sponsors, or its affiliation with SNIA Europe, the industry's regional voice. Its location in the geographical heart of Europe, in one of the continent's largest markets, where there are currently no other events catering for the needs for IT end users looking to address their day-to-day and more strategic data storage challenges, all contribute to making SNW Europe a must-attend event. Friedrich Ruppel, LAN Engineer at Commerzbank AG said '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.'

Klaus P. Huber, senior manager IT Operations at Ingram Micro Distribution GmbH shares his peer's opinion 'I am a 'regular' at SNW Europe; this is my fourth time here! As in the past, the quality of information on new technologies, products and market trends was excellent. The event was also a fantastic opportunity to meet with all the leading vendors under one roof and 'cross-reference' any data you received from them, a great advantage for me as I came to find specific solutions to integrate into my datacentre. The logistical aspect of the conference was very well organised too, allowing me to make the most of my time. I would definitely recommend attending SNW Europe.'

Meeting with the sponsors is not the only attraction for end user delegates; the conference program and the hands on lab play key roles too as Bas van der Worp, storage administrator at global health care company Schering-Plough observed '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 also found that the event represented a unique opportunity to generate leads and reach out to channel and end user organisations: Jean-Jacques Effosse, EMEA marketing director at 3PAR said "SNW Europe was a great event for 3PAR as over 500 people visited our booth; that is one out of two qualified delegates! Our hands-on-lab session was also fully booked, allowing 40 IT professionals to experience the ease of use, performance and power of 3PAR Utility Storage. Two big thumbs up from us!"

The enthusiastic feeling was echoed by Svenja Habenschaden, EMEA Marketing Manager at Brocade "We were very pleased with SNW Europe 2008 – our stand position was excellent and the quality of attendees was highly impressive. During the two days we managed to meet and influence a large number of users, press and analysts, proving that SNW Europe is still the event to be a part of."

The conference agenda, offering more than 100 sessions to choose from also received praise "SNW Europe is an ideal platform to meet partners, customers, journalists and former colleagues, as well as to present new products such as our REO Compass to a broad public. In addition, this year's agenda was very strong and enabled delegates to get up to speed on the latest trends and developments. The organisers are right to call SNW Europe the largest European gathering for the storage industry. I believe that it is important for Overland to be a part of this event in the future," observed Rebekka Heiss, Marketing Manager Central Europe at Overland Storage.

Next year SNW Europe will take place on 27th and 28th October at the same venue, the Congress Frankfurt in Germany. For further information please visit www.snweurope.com; to download the presentations please go to http://www.snweurope.com/full_agenda.php; to request high res photographs of the event please email fred.monsone@a3communications.co.uk.

About SNW Europe

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.com