

Media Contact

David KO

ACW Distribution

+65 6325 1390

davidko@acw-group.com.sg

DataCore Appoints ACW Distribution to Deliver Cost-Efficient Storage Virtualization Solutions in Asia

Singapore, 4 January 2010 – DataCore Software, the leading software vendor in storage virtualization solutions, today announced the appointment of ACW Distribution (S) Pte Ltd (“ACW”), a leading IT enterprise solutions provider in Asia, as a distributor in Singapore and Indonesia. Under this agreement, ACW will market through its extensive channel partners DataCore’s SANmelody™ and SANsymphony™ suites of storage virtualization and storage management software to help organizations to optimize, manage and safeguard their storage, providing alternatives for large scale storage consolidation.

SANmelody™ caters to small and midsize companies as well as business units and branches of larger enterprises that want to overcome the high cost barrier and complexity of traditional SAN storage and achieve better performance and manageability of their existing storage assets.

SANsymphony™ is an open storage management software platform that fundamentally improves the way enterprises manage, purchase and scale their storage infrastructure.

According to Springboard Research, the Virtualization software and services market in Asia Pacific is expected to grow at an estimated compound annual growth rate of 42% to reach US\$1.35 billion in 2010.

“We believe that delivering high-performance, flexible and cost-efficient solutions would be the major driving force in the industry in 2010. While the physical storage market is becoming commoditized and cheaper investments in storage are expected, IT teams of large and small organizations are challenged with the colossal task of managing multiple storage assets and infrastructure as a result of continual storage additions.” said Sam Chng, Regional Sales Director for South Asia and India, ACW.

Consolidation is a key way in which organizations are reviewing their storage and business continuity needs and strategies. DataCore Software storage solutions enable the optimization, performance and scalability of storage infrastructure, extending the life span of existing storage investments and creating a more manageable and flexible storage environment moving forward. We are delighted with our appointment as it reinforces our strategy to provide high-performance, scalable and cost-efficient solutions to our customers.”

“DataCore Software is very pleased to have ACW onboard as a distributor in Singapore and Indonesia. Their extensive knowledge of the markets and strong reseller relationships, coupled with their skills in storage, virtualization and data centre infrastructure, will provide us an excellent route to market as we continue to grow our presence in Southeast Asia.”, said Peter Thompson, Vice-President of Asia-Pacific for DataCore Software.

About DataCore

DataCore Software is a leading independent software vendor specializing in storage virtualization, storage management, and storage networking. Founded in 1998, the privately-held firm operates global sales, support and service from headquarters in Ft. Lauderdale, Florida and through worldwide subsidiaries and distribution partners.

Global 2000 data centers, enterprises of all sizes, storage OEM's, and system builders rely on DataCore solutions to virtualize storage, easily expand capacity, protect and enhance access to data, and centralize and automate storage administration for Windows, UNIX, Linux, MacOS, and Netware systems. DataCore has thousands of customers worldwide and, through its network, of authorized and trained solution providers, offers its rich set of core competencies to solve some of the biggest challenges facing businesses today. For more information, please visit www.datacore.com

About ACW Distribution

ACW Distribution Singapore Pte Ltd. is a Value-Added Distribution corporation for leading Enterprise Solutions in the Asia-Pacific region since 1986. We create IT solutions by integrating the "Best-of-Breed" products in the market and delivering them to the end user via an extensive network of trained and certified channel partners in the region. For further information, please visit www.acw-group.com.sg