

Sony chooses NovaStor technology

Rotkreuz / Switzerland, Hamburg / Germany, Simi Valley / USA, July 23rd, 2007 – **Sony Europe's IT Storage division has selected technology from NovaStor, a leading provider of software solutions for data availability and protection, as added value for Sony's AIT tapes. Sony's promotion aims to ease the migration from DAT technology to Sony's AIT Turbo format when buying a Sony tape drive from the AIT Turbo range. The promotion can be accessed via the following link <http://www.sonyisstorage.com/aitturbo>.**

Together, Sony and NovaStor combine to become the only solution on the market designed for simplifying the data migration process between two devices. Purchasing new technology will no longer carry the extra burden of managing old media formats or maintaining legacy devices for future data retrieval.

Adam Mayer, Tape Product Manager at Sony Europe comments on the project: "*With increasing demand for higher storage capacity there is a growing requirement for our customers to migrate their critical information from legacy devices like DAT to our AIT technology. We have chosen NovaStor as they are long standing experts in this field and are an industry recognized solid business partner known for excellent solutions that are both intuitive and reliable.*"

"*Sony's decision to select NovaStor to enhance a world class product offering such as the AIT Tape Drives, attests to the high value our technology can provide our partners*", says Mike Andrews, Managing Director and Executive VP Sales at NovaStor.

Aiming to expand their cooperation with Original Equipment Manufacturers NovaStor is particularly pleased that Sony has chosen technology from NovaStor to go with AIT Turbo tape drives that replace DAT drives.



Product News

NovaStor appreciates inquiries about NovaStor's partner program as well as specific OEM projects by Email to info@novastor.com.

About NovaStor

NovaStor (www.novastor.com) is a leading, international provider of software solutions for data availability and protection. NovaStor provides software and services for the backup, restore and retention of business-critical data which together cover a wide application area -ranging from home, mobile users, SMB users, all the way through Enterprise users, globally. NovaStor's cost-effective solutions are platform- and hardware-independent and ensure that optimal technological and economical use is gained from the customer's existing and future IT environment.

NovaStor is headquartered in Switzerland (Rotkreuz), has offices in Germany (Hamburg) and the USA (Simi Valley), and is represented in numerous other countries through partnerships.

For Further Information:

NovaStor
Mike Andrews
80-B West Cochran Street
Simi Valley, CA 93065, USA
Tel.: +1 (0)805 579 6700
Fax: +1 (0)805 579 6710
E-Mail: mike.andrews@novastor.com

NovaStor
Claudia Schumacher
Grundstrasse 12
CH-6343 Rotkreuz
Tel.: +41 (0)41 798 33 55
Fax: +41 (0)41 798 33 99
claudia.schumacher@novastor.com