PRESS RELEASE

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FOR IMMEDIATE RELEASE

Sci-Fi Blockbuster *Avatar* uses ATTO Technology

Astonishing Performance Captures Pro Tools® Users Attention

Amherst, NY (July 7, 2010) – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, announces a powerful success story in conjunction with Advanced Audio Rentals - *Avatar "Sounds Off" Using ATTO's Technology*. Using ATTO's ExpressSAS SAS/SATA 3Gb/s RAID and first to market SAS/SATA 6Gb/s Host Bus Adapters, a rock solid high-performance storage connectivity solution for high-end digital audio editing was created where workflow productivity and performance is critical.

"ATTO's ExpressSAS proves to be an incredible time saver for Pro Tools|HD sessions. It just works!" says Paul Levy, Owner of Advanced Audio Rentals. Advanced Audio Rentals recognized a significant performance improvement using ATTO's SAS/SATA RAID and Host Bus Adapters in combination with Pro Tools® 8 for Mac. After evaluating numerous products using his own guidelines, which are outlined in the success story, Levy decided they would build their scoring systems using ATTO's ExpressSAS products.

"The success story presents us with a great opportunity to highlight our innovative storage connectivity solutions," states Tom Kolniak, director of products for ATTO Technology, Inc. "This year we are continuing to highlight our customers experiences based on the latest in storage technology. Our products are designed to meet the high-performance streaming demands of users in the media and entertainment industry and will continue to showcase our customers' successes and why ATTO is the power behind the storage."

ATTO has a complete line of 3Gb/s and 6Gb/s SAS/SATA RAID and Host Bus Adapters, providing the high-performance connectivity needed to meet the demands of digital media

professionals. ATTO ExpressSAS SAS/SATA RAID Adapters provide high-performance data protection and an intelligent RAID solution for workstations in Direct Attached Storage environments. ATTO's RAID adapters deliver affordable host-level RAID for high-bandwidth workflows, such as digital content creation, streaming audio and audio-on-demand. ATTO incorporates value-add features into its SAS/SATA RAID and Host Bus Adapters, such as Advanced Data Streaming (ADS™) and DriveAssure™, to ensure smooth data transfers while maintaining consistent performance levels. With these latency-management technologies, ATTO's RAID and Host Bus adapters maintain the highest consistent streaming performance.

The *Avatar* success story is combined with a compelling video testimonial explaining how others can ensure their success utilizing ATTO technology. Read the complete story and watch the video testimonial at http://www.attotech.com/corporate/media-center.

For more information visit:
Video testimonial: http://www.attotech.com/corporate/media-center
Success Story http://www.attotech.com/pdfs/Advanced-Audio%20Rentals.pdf
ExpressSAS RAID: http://www.attotech.com/products/category.php?id=1&catid=10
ExpressSAS Host Bus Adapters: http://www.attotech.com/products/category.php?id=1&catid=3

About ATTO Technology, Inc
ATTO Technology, Inc. is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of solutions to help customers store, manage and deliver their data more efficiently. With a focus toward markets that require higher performance, ATTO manufactures host and RAID adapters, converged network adapters, bridges, switches, RAID storage controllers, and management software. ATTO solutions provide connectivity to all storage interfaces including Fibre Channel, SAS, SATA, SCSI, iSCSI, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers (OEMs), systems integrators, VARs and authorized distributors. Contact ATTO Technology, Inc. world headquarters, at: 155 CrossPoint Parkway, Amherst, New York 14068; Phone: (716) 691-1999; Fax: (716) 691-9353; Website: attotech.com.

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