



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Expands Accelerate™ Partner Program to International Market

Provides Sales, Marketing and Training Opportunities for Solution Providers in the Fastest Growing Segment of the Storage Market

Amherst, NY (April 16, 2012) – ATTO Technology, Inc. today announced the expansion of Accelerate™, their latest initiative offering unique sales and marketing opportunities for suppliers of connectivity solutions in the fastest growing segments of the storage market. Launched in North America in Q4 2011, the Accelerate program attracted many top value-added resellers and systems integrators in the industry to fulfill the needs of the ATTO Technology customer base. ATTO is now offering the same benefits to international partners incorporating solutions qualified and certified with industry-leading workstation, server, storage and application vendors.

“We are excited to see the Accelerate program gain rapid success with ATTO’s North American partners, a program that allows them to build a profitable business around the ATTO portfolio,” said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. “Our program is now available to international solutions providers. Accelerate shares a wide range of domain expertise along with sales and marketing presence that strengthens business relationships and increases visibility and awareness is now available to international VARs and systems integrators.”

ATTO has designed three levels of membership in the Accelerate program that meet the different needs of a variety of qualifying companies. Level qualification is determined by a series of quantitative and qualitative measures including, but not limited to, revenue commitment, regional coverage, vertical markets served, market share, and how the partnership enables mutual business growth.

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Key elements of the Accelerate™ program include:

- **Deal Registration** – Enables ATTO to help accelerate the sales and closing process when registering specific ATTO-enabled solutions with end users.
- **Demonstration & Evaluation Product** - ATTO provides evaluation units to support partner compatibility testing, proof-of-concept and events.
- **Volume Incentives** – Provides additional margin opportunities for high performing Accelerate partners.
- **Market Development Funds** – Joint marketing and branding tools help to promote or create awareness of partner solutions and capabilities in the marketplace.
- **Certified Accelerate Member Listing** – Partner visibility at www.attotech.com will drive visitors to partner websites for more information concerning their specific solutions.

“We are looking to connect with new international leaders in technology and innovation to jointly provide end users with leading industry solutions and customer service”, added Arvidson. “With a number of options to choose from, ATTO offers mutually beneficial and customized programs that provide our customers with the highest-performing connectivity solutions available on the market today.”

To learn more about program details, stop by the ATTO booth at NAB 2012, April 16-19 at the Las Vegas Convention Center, Las Vegas, Nevada. We are located in the South Hall, SL6320.

To fill out an application, visit www.attotech.com/alliances/accelerate. You may also contact an ATTO program representative at +1.716.691.1999 or send an e-mail to Accelerate@attotech.com.

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About ATTO Technology, Inc.:

ATTO Technology, Inc. is a global leader of storage and network connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of end-to-end solutions to help customers better store, manage and deliver their data. With a focus toward markets that require higher performance, ATTO manufactures host adapters, RAID adapters, network adapters, RAID storage controllers, Thunderbolt™-enabled Desklink™ devices, bridges, switches and software. ATTO solutions are based on providing a high level of connectivity to all storage interfaces including Fibre Channel, SAS, SATA, iSCSI, 10GbE, FCoE and Thunderbolt. ATTO distributes its products worldwide through Original Equipment Manufacturers (OEMs), systems integrators, VARs and authorized distributors.

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