



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Launches Accelerate™ Partner Program

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

Amherst, NY (December 6, 2011) – ATTO Technology, Inc. today announced the launch of Accelerate™, a new initiative that offers unique sales and marketing opportunities for suppliers of connectivity solutions in the fastest growing segments of the storage market. Accelerate is designed to attract top providers in the industry that fulfill the needs of the ATTO Technology customer base, and offers partners a high level of customer engagement that incorporates solutions qualified and certified with industry-leading workstation, server, storage and application vendors.

“The Accelerate program significantly enhances the tools our channel partners currently have to build a profitable business around the ATTO solution,” said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. “It combines the industry’s broadest portfolio of high-performance storage & network connectivity products for a wide range of protocols with domain expertise and an international sales and marketing presence. Its elements and benefits provide a strong platform that strengthens relationships and increases visibility and awareness for all participating parties.”

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.

Accelerate has been launched in the United States and Canada with an international program slated for release in the first quarter of 2012.

“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,” added Arvidson. “We are looking to connect with partners that are leaders in technology and innovation to jointly provide end users with leading industry solutions and customer service.”

To learn more about program details or 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., a global leader of network and storage connectivity and infrastructure solutions for data-intensive computing environments for over 20 years, 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 SCSI, SATA, iSCSI, SAS, Fibre Channel, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors.

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