PRESS RELEASE

Contact: Joshua Gregory
ATTO Technology, Inc.
jgregory@attotech.com
Phone: (716) 691-1999 x159
Fax: (716) 691-9353

FOR IMMEDIATE RELEASE

ATTO Technology Showcases Storage Solutions for the Media and Entertainment Industry

Exhibiting High Performance Data Connectivity at Inter BEE 2010

Amherst, NY (November 4, 2010) – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, will be showcasing its extensive line of storage connectivity products for demanding digital media applications at the Inter BEE conference and exposition. Held at the Makuhari Messe, Tokyo, Japan, the show runs November 17 through the 19th.

Featured alongside distribution partner ASK, hall 8, booth 8311, ATTO will be featuring their latest product offerings, including Celerity 8Gb/s Fibre Channel Host Bus Adapters, FibreConnect™ 8Gb/s Fibre Channel Switches, the FastStream™ SAS/SATA RAID Storage Controller with 8Gb/s Fibre Channel connectivity to SAS/SATA storage, and ExpressSAS 6Gb/s SAS/SATA RAID adapters. In addition, the Blackmagic booth will also feature ATTO products.

ATTO has continually proven why they are the leader in the media and entertainment market with successful component integration involving a variety of end-users. ATTO's Celerity Fibre Channel HBAs were used in conjunction with Adobe® Creative Suite® Production Premium software to provide HD video for Madonna's *Sticky and Sweet Tour* and made it possible for Starz Animation, Toronto, Canada to double their bandwidth when creating the motion picture, "9". Express SAS/SATA and RAID HBAs were used by Advanced Audio Rentals to produce 96 tracks of 24-bit audio for the soundtrack to James Cameron's box office smash, "Avatar." The cards also made it possible for Jade Productions to edit nine streams of 3D multi-cam footage in real-time for the Dave Matthews Band's first 3D concert film.

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Throughout the show, ATTO will be showing why selecting HBAs and controllers makes a difference in the performance of audio and video production applications. All ATTO products incorporate Advanced Data Streaming™, a proprietary technology designed to manage latency by providing controlled acceleration for smooth data streaming to maintain the highest consistent performance. Also available is DriveAssure™ technology helps reduce management time by eliminating the need to replace storage drives prematurely and CacheAssure™ technology protects cached information without battery power.

"Our patented technology meets the high performance streaming demands of the media and entertainment industry," said Wayne Arvidson, senior director of sales and marketing at ATTO Technology, Inc. "We look forward to showing why we are the power behind the storage and the leader in storage connectivity solutions for this market."

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 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. Contact ATTO: 155 CrossPoint Parkway, Amherst, NY 14068; Phone: (716)691-1999; website: attotech.com.

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