



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology to Showcase Latest Innovations in Audio and Video Workflows at NAB 2013

*Highlights Include Demonstrations of the Newest Fibre Channel, Ethernet,
SAS and Thunderbolt™-Enabled Technology Solutions*

Amherst, NY (March 7, 2013) – ATTO Technology, Inc. announced today that it will showcase its extensive line of high-performance storage and network connectivity products in interactive workflow demonstrations at the 2013 NAB Show in Las Vegas, Nevada, April 8 through April 11. Visitors can experience the industry's most complete portfolio of solutions and meet with experts in the South Hall of the Las Vegas Convention Center, Booth #SL7613. In addition, ATTO products will be prominently featured in over 60 partner booths across the show floor.

“For 25 years, ATTO has revolutionized the way media and entertainment professionals maximize performance and productivity from their audio and video workflows,” said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. “NAB is always a great opportunity to demonstrate our innovative storage and network connectivity technologies, and attendees will clearly see why the leading industry suppliers build their solutions around ATTO's unique capabilities.”

ATTO's booth will feature the industry's only complete line of 16Gb/s Fibre Channel solutions, including [Celerity Host Bus Adapters \(HBAs\)](#), [FastStream™ RAID Storage Controllers](#), and [FibreConnect™ Switches](#). Also on display will be ATTO's [ExpressSAS/SATA HBA](#) and [RAID Adapter](#) family, including exciting next-generation SAS technology.

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Additionally, ATTO will exhibit their [FastFrame™ line of Network Interface Cards \(NICs\)](#) and [Converged Network Adapters \(CNAs\)](#) that leverage ATTO's expertise in FibreChannel and Ethernet technologies to support the increasing demands of network and storage bandwidth. ATTO is also showcasing their Thunderbolt™ technology-enabled Desklink™ devices, [ThunderLink™](#) and [ThunderStream™](#), that enable connectivity to high-performance infrastructures for laptops, Ultrabooks, and all-in-one computers being used for on-location and on-set applications.

"We are excited to demonstrate how our 25 years of leadership have shaped the new era of workflows in the media and entertainment industry," added Arvidson. "It is a leadership that is clearly validated by the more than 60 companies showcasing ATTO technologies at NAB 21013, and that rely on our domain expertise to create their unique solutions."

For a complete list of our NAB partners, stop by ATTO's booth in the South Hall, #SL7613, or visit www.attotech.com/nab.

To view ATTO's entire line of storage and network connectivity products and learn more about our Access™ Partner Program, please visit www.attotech.com, and follow us on Twitter and Facebook for up-to-the-minute news and information during the show.

About ATTO Technology, Inc.:

Celebrating 25 years of industry leadership, 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 bus 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, value-added resellers, and authorized distributors.

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