PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Host Bus Adapters Used at Cannes International Film Festival 2010

Amherst, NY (**June 29, 2010)** – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, announced today that its Celerity FC-41ES 4Gb/s Fibre Channel host bus adapter was used as part of Avid editing systems provided by Cap Ciné in a collaborative effort with French distributor Additional Design, at the Cannes International Film Festival.

The Celerity host bus adapters were used to connect four Avid workflows, including 30 Avid Media Composer Adrenalines on four Avid Unity Media Networks and several productivity tools in Interplay workflows via Interplay transfer servers. These 4 Avid workflows have been provided by Cap Ciné for the teams of "Le Grand Journal de Canal Plus" (the French talk-show in Cannes), "TV Festival" (the internal and international "TV Feed" produced by Canal + and Orange), "Metropolis" (the Cultural show of the French and German TV ARTE) and "Cine Confidential and Quoi de Novo" (the Movie Show of the New French network Orange).

The Celerity FC-41ES is a single-channel 4Gb/s PCIe Fibre Channel host bus adapter offering up to 800 MB/s performance. With the highest available Fibre Channel throughput in its class and backward compatibility, Celerity FC-41ES supports the most intensive data applications, including digital content creation, tape streaming and backup, rich content delivery and complex databases. With ATTO's unique Advanced Data Streaming (ADS™) Technology, Celerity FC-41ES allows users to achieve enhanced I/O performance. With a combination of features that provide controlled acceleration of large and small blocks of data, ADS provides faster, smoother and more efficient transfer of data for streaming applications.

"Cap Cine is one of the leading suppliers of Avid editing systems in France and has a long history with both ATTO and Cannes," said Lucien Dalmasso, president of Additional Design.

"ATTO is excited to be a part of an internationally well-respected and recognized event such as the Cannes International Film Festival," said Tim Klein, President of ATTO Technology. "With over 20 years of experience providing reliable connectivity solutions to the media and entertainment industry, ATTO continues to build its brand through well-established reseller and partner relationships."

ATTO Celerity Fibre Channel host bus adapters are an integrated family of advanced storage connectivity solutions that are designed to provide reliable connectivity, intelligence and scalability. The Celerity Fibre Channel product family extends the capabilities of software and hardware, increasing overall system performance and driving intelligence to the edge of the SAN. The Celerity Fibre Channel Host Bus Adapter family feature 4Gb/s and 8Gb/s host bus adapters for PCIe, PCIe 2.0 and PCI-X bus types, up to 1600MB/s throughput per Fiber Channel port in full-duplex mode, and driver support for Windows®, Linux, Mac® and VMware®

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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