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For more information:

Ron Roberts
ROBOBAK
404.ROBOBAK
ronr@robobak.com

ROBOBAK LEADS INDUSTRY WITH GLOBAL, AGENTLESS DE-DUPLICATION SOFTWARE PRICING GUARANTEE

Company guarantees 4:1 reduction in files from multiple cloud-based locations for vaulted data

ATLANTA, October 26, 2009 – ROBOBAK™, the clear leader in cloud-centric agentless data protection software designed for remote and branch offices, today announced the industry's most comprehensive guarantee for global de-duplication of files.

ROBOBAK said it will guarantee a minimum of a four-to-one global data de-duplication ratio down to the block level for companies using ROBOBAK's v9 Data Protection Suite for data from across any number of locations via the cloud, thus assuring them of maximum storage capability while using the minimum amount of storage space. Companies that do not successfully achieve that ratio will be given additional software at no additional cost, to help them meet their goals.

"We are taking a 'nonsense-free' approach," said ROBOBAK's President and CEO Ron Roberts. "No other company achieves a better data de-duplication rate than ROBOBAK." ROBOBAK's guarantee covers every kind of data file generated by businesses, a clear advantage to companies seeking to simplify their data protection efforts, while reducing the resources required to achieve their goals.

The guarantee is part of ROBOBAK's recently announced "100% commitment" program to its resellers, managed service providers (MSPs) and end-users.

"ROBOBAK's approach to de-duplication is refreshing, and long overdue in the industry," said Patrick Hanley, general manager of field operations at DataPreserve, a

provider of online backup and storage solutions for small and medium sized enterprises (SMEs). "We want to be able to reliably secure as much of our clients' data as possible, while using as little actual storage space as possible. Our experience with ROBOBAK's performance makes us confident that we'll not only keep our costs to a minimum but also be able to pass the savings on to our MSP partners."

ROBOBAK's guarantee is designed to cut through much of the marketing hype so prevalent in the industry today. Companies are subject to multiple claims and frequently have trouble figuring out their true value. ROBOBAK is focused on simplifying the method of de-duplicating multiple copies of the same file, regardless of where those copies are stored, and managing the protection of the data through the entire backup/recovery process. ROBOBAK's agentless functionality makes it even easier for firms to install and operate the software, delivering an additional level of ease of use.

To qualify for the ROBOBAK de-duplication guarantee, companies must simply purchase a minimum license of one terabyte from a ROBOBAK-authorized channel partner and fill the license to at least 85%.

ROBOBAK's v9 Data Protection Suite includes Thin Backup and Restore™ (TBR), an industry-first feature that cuts the time needed to complete File, Exchange and SQL Server backups to mere minutes, even for very large databases. TBR enhances ROBOBAK's existing feature set, which includes source-based compression, an "incremental forever" approach to backups, and the creation of "synthetic" full backups on demand in real time to simplify restore procedures. As a result, ROBOBAK provides comprehensive private cloud-based remote and branch office (ROBO) backup and recovery solutions requiring minimum bandwidth between local and remote locations.

ROBOBAK's v9 Data Protection Suite software is available exclusively through its worldwide channel of resellers and managed service providers. More information can be obtained by email at guarantee@robobak.com or by calling 404.ROBOBAK.

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