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ROBOBAK NAMED AS *CRN* MAGAZINE EMERGING TECHNOLOGY VENDOR FOR THIRD CONSECUTIVE YEAR

ATLANTA, July 16, 2010 – ROBOBAK™, the clear leader in cloud-centric agentless data protection software designed for remote and branch offices, today announced it has been selected by Everything Channel as a *CRN* Emerging Technology Vendor for the third year in a row. *CRN's* Emerging Technology Vendor list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

ROBOBAK's 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 from multiple locations 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 cloud-based remote and branch office (ROBO) backup and recovery solutions requiring minimum bandwidth between multiple locations.

The company recently introduced its "135% commitment" program for its channel partners, featuring industry-leading margins, deal registration and unparalleled commitment to its resellers, managed service providers (MSPs) and end-users.

"Solution Providers seek out innovative vendors that create new and innovative ideas to help them build revenue and customer loyalty. Our Emerging Tech list is where Solution Providers go to find these vendors. We congratulate ROBOBAK and all of the vendors for their innovation and creativity and their commitment to the technology sales channel," said Robert C. DeMarzo, senior vice president and editorial director, Everything Channel.

The vendors who make the CRN Emerging Technology Vendor list were founded in 2001 or later, have revenue under \$1 billion and have an active U.S. channel strategy. Final selection to the Emerging Technology Vendor list was made by the *CRN* editorial team after a review of submitted information.

About ROBOBAK

ROBOBAK™ (www.robobak.com) is a complete suite of network-based data protection software for the Remote Office/Branch Office (ROBO) marketplace. The ROBOBAK v9 Data Protection Suite provides companies and their customers with the perfect data protection solution, coupling advanced features like easy installation, powerful administration and scalability with cloud-based flexibility at an affordable price. The result is cost-effective data protection.

A two-time winner of the CRN “Emerging Technology Vendor” award, ROBOBAK strives to be the leading provider of ROBO data protection software for the global marketplace with a complete and unwavering focus on our clients’ requirements; to continuously enhance the ROBOBAK product suite while maintaining the highest degree of standards with regard to quality and consistency; and to provide a consistent level of customer service and support that exceeds all marketplace expectations. More information about the company and its products is available from the company’s website, or by dialing 404.ROBOBAK.

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