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### **ROBOBAK's Version 8 Data Protection Software Named One of "100 Coolest Cloud Computing Products" by Everything Channel's CRN**

**ATLANTA, January 25, 2010** – ROBOBAK™, the clear leader in cloud-centric agentless data protection software designed for remote and branch offices, today announced that Everything Channel's *CRN* has named ROBOBAK Version 8.1 as one of the "100 Coolest Cloud Computing Products." The Top 100 Cloud Computing products include 20 storage vendors, 20 security vendors, 20 productivity vendors, 20 infrastructure vendors and 20 platform vendors.

ROBOBAK Version 8.1 enables companies to protect their data in a fraction of the time required by earlier versions, giving them greater confidence that they will be able to backup increasing amounts of data in ever-shrinking windows, while restoring lost or corrupted data in less time and enabling them to resume full business operations.

"Recognition from an industry leader such as CRN is highly gratifying, as is the continued support of thousands of people worldwide who use ROBOBAK every day to protect the data that is at the very heart of their business, regardless of the location," said Ron Roberts, ROBOBAK's President and Chief Executive Officer. "Cloud computing is increasingly seen as a viable strategy for companies of all sizes; working on a channel-exclusive basis, we continue to grow our markets and deliver solutions to firms that require powerful, cost-effective data protection"

The list was based on nominations from Solution Providers rating technology, channel influence, effectiveness and visibility along with business and sales impact. The final selections were made by a panel of Everything Channel Editors.

Winners were announced online at [www.Channelweb.com](http://www.Channelweb.com) and will be featured in the January 25 issue of *CRN*.

## About ROBOBAK

ROBOBAK™ ([www.robobak.com](http://www.robobak.com)) is a complete suite of network-based data protection software for the Remote Office/Branch Office (ROBO) marketplace. The ROBOBAK Version 8 Data Protection Suite provides companies and their customers with the perfect data protection solution, coupling advanced features like easy installation, powerful administration and scalability. The result is cost-effective data protection.

As part of its corporate mission, ROBOBAK strives to be the leading provider of remote office, branch office backup and recovery 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.

**About Everything Channel ([www.everythingchannel.com](http://www.everythingchannel.com), [www.channelweb.com](http://www.channelweb.com))**

Everything Channel, headquartered in Framingham, MA, is a technology marketing and sales solutions company. Through its "Complete Technology Channel Solution," Everything Channel offers the right business tools to accelerate technology sales. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative field sales and marketing solutions to the sellers of technology to achieve measurable and significant results.

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