

Iomega launches REV® technology backup into UK education System Integrators

For immediate release

Iomega International SA, the European division of Iomega Corporation (NYSE: IOM), announced today integration of the REV® drive backup solution into a range of servers and workstations aimed at UK schools and colleges. Iomega REV® drives and media are extremely easy of use, highly durable and offer remarkably fast backup/recovery speeds – making them ideal for the education market.

By offering off-the-shelf server and workstation solutions through education focused System Integrators, Iomega is able to effectively expose benefits of the REV® drive directly to teachers, IT technicians and academic employees. Leamington based, NS Optimum Ltd has been working with education for over a decade, and one of the first to adopt the REV® drive as a preferred backup solution.

“With over 600 active sites, NS Optimum is one of the UK’s leading IT suppliers into primary and secondary education and a valued strategic partner in our Education push” remarked Dennis Huizinga, Key Account Manager (UK), Iomega. “REV technology has huge benefits over competition such as DDS, DLT and AIT tape products and by working with a complete solution provider, Iomega ensures REV technology is being used to its full potential”.

NS Optimum has implemented the REV® 35GB drive into their latest OPTIMUM 6000s range of workstations and the REV® 70GB drive into OPTIMUM POWERSERV and PLATINUM series servers. “We’re very excited about recommending such a unique piece of hardware to new and existing accounts” commented Max Grenville, Purchasing and Product Developer, NS Optimum. “As a backup solution, no other product in this market can compete in terms of price, performance, reliability and ease of use”.

Available in 35GB and 70GB native capacities, the REV® drive is the only viable backup solution to compete head on with tape technology. Variations of the product include 3.5” internal SATA/IDE drives, external USB 2.0 and for scalability, 8 cartridge loaders offering up to 560GB native capacity.



REV® Family of Products



Hard Drive Family of Products



StorCenter™ Network Hard Drive and StorCenter Pro NAS Family of Products



Iomega Managed Services

PRESS RELEASE

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www.iomega.com



Unlike tape's sequential data access, the REV® drive is capable of random-access, therefore allowing any part of a backup to be restored or updated in milliseconds rather than seconds or minutes. There is no requirement of cleaning tapes and the highly durable REV® media offer a 5 year warranty and an estimated 30 year shelf life.

Simon Chamberlain, Sales Director, Iomega International SA explained "REV backup is perfect for the Education marketplace. A full backup using a tape solution can take up to 3 hours 40 minutes, that's over half a 7 hour student day. The REV drive will complete a full backup in less than the duration of a 1 hour lesson". Max added "Faced with limited budgets, total cost of ownership is one of the most important factors selling into schools, REV satisfies both hardware and cost requirements".

Iomega's focus on integration into education will continue to run throughout 2007. Benefits for partnering as a system integrator include product rebate, technical training, sales and marketing support.

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Notes for editors

We currently have a limited number of workstation and server samples provided by NS Optimum integrating REV® technology. To arrange samples for a review, please use the editorial contact above. For further technical details, please use the editorial contact above, your request will be passed on. For direct contact with Iomega, please use the Iomega contact above.

About Iomega

Iomega Corporation provides easy-to-use, high value storage solutions to help people protect, secure, capture and share their valuable digital information.

OfficeScreen, Iomega's managed security services for SMBs, features industry-leading firewall/VPN, SSL VPN and IPSec bundles that create secure wide area networks that connect remote offices and workers to applications and data at a company's headquarters, while countering security threats from hackers, worms and viruses across a company's entire network.

Iomega's award-winning storage products include the Iomega® REV® platform: the new Iomega REV 70GB Backup Drive, available in USB 2.0 and ATAPI computer interface models for server implementations; Iomega REV 35GB Drive, available in several computer interface models for desktop backup and archive applications; as well as REV-based automation products such as the new REV Loader 560, which utilizes a REV 70GB Backup Drive and up to eight REV disks.

Iomega also offers its high-performance Iomega external hard drives such as the new Iomega UltraMax 1TB Desktop Hard Drive and the Iomega StorCenter™ Network Hard Drive, available in multiple capacity sizes, including a new 1TB wireless model and Iomega floppy USB-powered Drives. For small and medium business networks, Iomega StorCenter Pro NAS servers offer capacities of 160GB to 2TB. Iomega also offers businesses and consumers a comprehensive data recovery services solution for recovering lost data due to hardware failure, file corruption or media damage. The Company can be reached on the Web at www.iomega.com. Resellers can visit Iomega at www.ioclub.net.

About NS Optimum

For over a decade NS Optimum have been creating working partnerships with schools and colleges across the UK, designing, building, installing and supporting their every networking need.

NS Optimum customers can relax in the knowledge that Intel has accredited us to their highest level of 'Intel Channel Premier Member' and Microsoft has accredited us to 'Microsoft Gold Certified Partner' along with hundreds of other big players in the IT industry who have also given us their accreditations.

This means that NS Optimum customers not only get supported by our own fully trained in-house and on-site Technical Engineers but will also get the extra technical backing from our partners in business and also benefit from our special partner pricing. All this adds up to a low cost high quality IT solution designed from sound advice, delivered and supported with supreme confidence.