



**PIVOT3 ANNOUNCES “CASH FOR CLUNKERS” REBATE OFFER
FOR YEAR-END DVR UPGRADE PROJECTS**

**Rebates of \$250 Available for Each Existing DVR Replaced
or Attached to Pivot3 Storage and Servers**

Palo Alto, Calif. – November 11, 2009 – Pivot3®, Inc., the market leader in storage-centric computing, today announced a DVR rebate program that offers incentives to Pivot3 customers who upgrade existing DVRs by the end of the year. Through this program, Pivot3 customers can qualify for \$250 rebates per replaced DVR – for a maximum of four DVRs per Pivot3 Serverless Computing™ appliance – and free installation of the Pivot3 storage solution. The rebate also applies to customers who want to extend the life of their current DVRs by adding shared central storage. To qualify for this rebate, new Pivot3 systems must ship before December 31, 2009.

“We decided to launch our own stimulus package to help customers upgrade to leading-edge systems,” said Lee Caswell, founder and chief marketing officer of Pivot3. “We are helping finance the upgrade to more reliable storage and server technology, so that customers can start off 2010 with the peace of mind that their data is safe and they can access it anytime.”

Pivot3 Serverless Computing eliminates massive amounts of hardware by consolidating servers and storage in a single video appliance that reduces acquisition and management costs. Users typically see power and cooling reductions of 44 percent and cost reductions of 25 percent. Both data and applications are protected in the case of appliance failures.

About Pivot3

Pivot3 is the fastest growing storage company for video surveillance with its award-winning products widely deployed in the hospitality, transportation, homeland security, public safety, education and retail markets. The company's innovative Serverless Computing architecture is ideally suited for video applications, and offers advanced availability, massive bandwidth, and large scaling of capacity. To learn more about Pivot3, visit www.pivot3.com.

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