



PIVOT3 WINS RED HERRING 100 NORTH AMERICA AWARD

Company Honored as One of the Most Promising Private Technology Ventures in North America

Palo Alto, Calif. – May 18, 2009 – Pivot3®, Inc, the market leader in High-Definition Storage™, has received the prestigious Red Herring 100 North America award, honoring the most promising private technology companies in North America. Red Herring's lists of private companies are an important part of the magazine's tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google and eBay were spotted in their early days by Red Herring editors as those that would change the way we live and work.

"Server virtualization is the most disruptive technology to hit IT in the last five years, and Pivot3 is the first company to integrate it into a native storage array for immediate savings in cost and power," said Bob Fernander, Pivot3 president and CEO, who presented at the Red Herring North America 100 conference in San Diego. "People are waking up to the fact that Pivot3 Serverless Computing™ will shift billions of server revenue dollars into storage provider pockets."

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "There were so many great companies producing really innovative and amazing products that we had a difficult time narrowing it down to 200. Selecting the final 100 was an even more arduous task. We know that this year's crop will grow into some amazing companies that are sure to go far."

For more than 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record,

customer acquisition, and financial health. The award was given on Wednesday night in San Diego, Calif., at the closing ceremony of the Red Herring North America 100 conference. The top 100 companies have been chosen from a pool of 1,200 nominees based on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

About Red Herring

Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

About Pivot3

Pivot3 is the fastest-growing surveillance storage company, with its award-winning products widely deployed in the gaming, homeland security, public safety, education and transportation markets. The company's innovative RAIGE® architecture is ideally suited for video applications, and offers advanced availability, massive bandwidth, and large scaling of capacity supported by an intuitive interface for ease-of-use. The Pivot3 core product lines are the RAIGE Array™, a clustered iSCSI SAN, and Serverless Computing™, the industry's first combined NVR/SAN product, which consolidates NVR servers into the IP SAN platform for concrete cost, power and cooling savings. To learn more about Pivot3, visit www.pivot3.com.

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