



Amplidata Press Release

Storage Industry Veteran Mike Wall Joins Amplidata Board

Redwood City, CA – November 2, 2011 – Amplidata, an innovator in unbreakable object-based storage technology, today announced that Michael Wall, president and CEO of Atempo, Inc. was elected to Amplidata's board of directors. Wall was a founding member of the management team that developed Intel Corporation's storage division and has over 30 years of industry leadership experience, including 13 years specifically in storage.

"For many years Michael has shown his ability to lead in the storage market, from his work as a general manager at Cray to leading Atempo. His unique experiences in the field will prove to be a valuable asset as a member of Amplidata's board of directors," said Wim De Wispelaere, co-founder and CEO of Amplidata. "He will become our fifth board member and his insight will prove valuable and provide a new dimension to our discussions as the company focuses on the future."

Wall joins industry veterans Kristof De Spiegeleer, serial entrepreneur and chairman and founder of Amplidata; Dominique Pitteloud, partner at Endeavour Vision; and Frank Maene, managing partner at Big Bang Ventures, as well as De Wispelaere, on the board of directors to assist in providing guidance and direction to the company.

"Amplidata is clearly one of the most innovative companies currently in the realm of storage-related technologies. The company holds several key technologies that will become pervasive throughout the storage industry in the foreseeable future," said Wall. "I feel privileged to be joining such a forward-thinking, exciting and dynamic team to provide my expertise to help guide the future of big data storage solutions over the coming years."

At Atempo, Wall held a position on the board of directors for three years. As CEO, he is directly responsible for providing strategic insight and guidance to drive the company's expansion in the market. Prior to joining Atempo, he served as the CEO of DICOM Grid, one of the FASTech 50's most innovative technology startups. Before joining DICOM Grid, he was one of the founding members of the management team that developed Intel's highly successful storage business. He also held a position at Cray Research as the general manager responsible for operations in North America.

Wall holds a Bachelor of Arts degree in economics from the State University of New York at Stony Brook as well as a master's in management sciences from Averill Harriman College for Urban and Policy Sciences at SUNY Stony Brook.

About Amplidata

Amplidata was founded in 2008 when a team of storage veterans started to develop the technology that would become the foundation of AmpliStor, an Optimized Object Storage system for unstructured data. The technology provides the highest storage reliability and availability levels at the lowest possible cost. AmpliStor scales beyond petabytes and requires 50-70 percent less storage capacity to protect data compared to traditional solutions.

The Amplidata team consists of storage experts who also helped build the success of DataCenter Technologies (acquired by Symantec in 2005) and Dedigate (acquired by



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Terremark in 2005). The development team is responsible for patent-pending distributed storage innovations.

Amplidata is a privately funded company that has received investments from Hummingbird Ventures, Endeavour Vision and Swisscom Ventures. Operational headquarters are at the Innovation Center in IT Valley in Lochristi, near Gent, Belgium. US Headquarters are in Redwood City. R&D facilities are located in Belgium and India, sales and support are represented in a number of countries in Europe and North America. More information can be found at www.amplidata.com.

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