



FOR IMMEDIATE RELEASE

**NovaStor Appoints OLBEX as Authorized Representative
to the Broadband Industry.**

**OLBEX Looks to Offer Service Providers Local and Online
Data Protection Software as a Service (SaaS) Solutions Targeting
SMB and Enterprise Customers**

SIMI VALLEY, CA, January 27, 2009 – NovaStor, a pioneer in data protection, announces today the appointment of OLBEX Solutions as their authorized representative to mass market ISPs and other industries. OLBEX is a Denver-based provider of leading edge broadband enhancement products and services.

NovaStor's wide range of data protection and availability software products and services are installed on millions of computers and servers worldwide. Focusing on the SMB and Enterprise markets, NovaStor's products distinguish themselves through their user-friendliness, high performance, low cost, stellar reviews and awards. NovaStor believes this is a great time to promote its products throughout the ISP industry.

"The time to be emphasizing data security within the commercial space is now," said NovaStor's Managing Director Mike Andrews. "The bell has rung for cable operators and others ISPs in North America. There is a race to capture market share in the commercial sector and those operators who can offer value-added solutions to their existing core services, will experience a greater chance at success."

"Recruiting OLBEX to join NovaStor as a marketing and promotional partner was a no-brainer," said Andrews. "Their reputation in the industry is impeccable and they are experienced when it comes to issues of data protection and integrity. Forging a partnership with OLBEX, whose management team is comprised of cable and telco industry veterans, seemed like a winning combination.

"There are growth opportunities in data protection services for cable operators and ISPs globally, but especially here in the North American market," said Ralph Valente, Senior Vice President of Sales and Marketing for OLBEX. "Especially for cable, the commercial segment remains widely untapped and will fuel industry growth in the years to come. The leading edge products and services developed by NovaStor are best in class and we are thrilled to be presenting them to our clients."

About NovaStor

NovaStor (www.novastor.com) is a leading, international provider of software solutions for data availability and protection. NovaStor provides software, SaaS solutions and services for

local and online backup, restore, and retention of business-critical data. Clients include home, mobile, and SMB users, and service providers, as well as international corporations. NovaStor's cost-effective solutions are platform- and hardware-independent and ensure that optimal technological and economical use is gained from the customer's existing and future IT environment.

NovaStor is headquartered in Switzerland (Rotkreuz), has offices in Germany (Hamburg) and the USA (Simi Valley), and is represented in numerous countries through partnerships.

About OLBEX

OLBEX Solutions (the online backup exchange for the ISP industry), with offices in Denver and New York, assists our ISP clients to enhance the broadband experience of their residential and commercial customers by delivering cutting-edge and award-winning data protection and online backup services for the residential, SMB, and enterprise markets. The products and services of our technology partners help our clients to generate incremental revenue, grow market share, and increase customer loyalty and satisfaction, all without any upfront fees or capital investment. Differentiate yourself with OLBEX. Visit us on the web at www.olbex.com.

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Media Contacts

Mike Andrews
NovaStor
Tel: 805-579-6700
E-mail: mike.andrews@novastor.com

Ralph Valente
OLBEX Solutions
Tel: 917-338-2042 or 917-825-5117
E-mail: rvalente@olbex.com