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**BALESIO'S FILEMINIMIZER SERVER SOLUTION SHORTLISTED FOR SEARCHSTORAGE
PRODUCT OF THE YEAR AWARD**

London, UK - 24th January 2011 - [balesio AG](#), the leading provider of native format optimisation solutions for unstructured data, today announced that its [FILEminimizer Server](#) solution is among the eight finalists for the Storage magazine and SearchStorage.com 2010 Products of the Year award in the storage management tools category. It joins other industry names such as DataCore and Quest, among others. Having made the overall shortlist is testament to the quality, innovation, value and capabilities of balesio's FILEminimizer Server, a software solution that helps organisations reduce primary storage by up to 90% through content-aware optimisation capabilities. The FILEminimizer works directly on each unstructured file without changing its format; it compresses all Microsoft Office files, as well as image files in a variety of different formats.

The Storage magazine and SearchStorage.com 'Products of the Year' competition presents a bronze, silver and gold award for each of the five categories:

- Backup and disaster recovery
- Software and services
- Backup hardware, disks and disk subsystems
- Storage management tools and
- Storage networking equipment.

The rapid impact of balesio's FILEminimizer on the data storage industry is proof that the market is changing, and quickly; many data storage vendors are developing products that aim to reduce the capacity needs of costly primary storage; deduplication and content optimisation solutions are being joined by compression technologies such as balesio's, in a bid to modernise and re-think primary data storage.

Christoph Schmid, Chief Operating Officer at balesio, says 'it gives me great pride to see balesio shortlisted for such a prestigious award. Although we are relatively new on the scene compared to our larger competitors, we have already established a strong presence in Europe and to gain such

recognition from the industry is a huge boost for our confidence and the trust our customers have put in us.'

SearchStorage is an online publication providing high-quality information to worldwide-based IT storage professionals. It features in-depth technical and product information alongside case studies and whitepapers on the latest storage technologies. It has a readership of tens of thousands daily, and also produces highly focused storage newsletters to complement the website content.

About balesio AG:

balesio AG is a fast-growing provider of innovative data reduction technology and storage optimization solutions that enable organisations to release up to 85% of their existing storage capacity to achieve significant, permanent storage cost savings. Headquartered in Switzerland, the company delivers primary storage optimization as well as integrated solutions for SharePoint, Microsoft Exchange and Lotus Notes under the brand FILEminimizer. balesio products are sold worldwide and have already helped small and medium-sized companies, universities, public and government institutions as well as the vast majority of Fortune 500 companies get more from their storage investments. For further information please visit www.balesio.com