



PRESS RELEASE

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**SNIA ANZ LAUNCHES GREEN STORAGE
COMMITTEE AND ANNOUNCES SUPPORT FOR
GREEN STORAGE SYMPOSIUM 2008**

Sydney, 22nd May 2008 – The Storage Networking Industry Association for Australia and New Zealand today announced the formation of a new committee to work on strategic initiatives in energy efficiency for the ANZ storage industry. The committee's first task will be to develop content for the Green Storage Symposium in December 2008 which SNIA ANZ has agreed to support.

The Green Storage Committee will consist of representatives of the SNIA ANZ membership who share a common goal in developing industry-wide standards and best practices. The committee will work closely with SNIA's US parent which is already working on a number of key projects to tackle energy management in networked storage. The mission of the new committee will be:

- To develop a deeper understanding of power and cooling issues confronting storage administrators and data centre managers in ANZ
- Educate the vendor and user community about the importance of power conservation in shared storage environments
- Develop strategic alliances with regional associations such as The Green Grid, RMAA, and Government EnergyStar programs to focus attention on energy efficiency for networked storage infrastructures
- Provide input to the US SNIA Green Storage Technical Working Group on requirements for regional green storage metrics and standards
- Develop localised best practices and evangelise them

SNIA ANZ will participate in a new Green Data Centre Symposium, organised by Evito, the managing agency for SNIA ANZ, which will take place in Melbourne in early December. The Symposium has been designed to become the annual focal point for environmental issues within the data centre and will attract 300+ delegates along with senior representatives from IT environmental groups and government departments. The workshop style agenda will provide a unique forum for discussion and knowledge exchange as the industry seeks to bring all interested parties together in a spirit of collaboration.



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Chairman of SNIA ANZ, Jacob Van der Eyk stated "We have listened very carefully to the concerns of our end users and the issue of rising energy costs in the data centre is common and of increasing importance. When we examined the IT industry response we found it was disjointed and uncoordinated and at the risk of being swallowed up in marketing hype. This symposium is a serious attempt to invite all interested parties to come to the table and decide how the industry can collaborate to help the end user gain back control of their environment. We are not naive, we realise this is a complex issue with many perspectives but we felt it was time to demonstrate some leadership. The Symposium will help us consolidate our thoughts and provide a vendor neutral platform for dialogue that is somewhat overdue. We invite anyone with a serious interest in tackling this issue to make contact with us."

About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organisation made up of more than 420 active member companies plus their worldwide affiliates and close to 7,100 active individuals spanning virtually the entire storage industry.

SNIA members share the common goal of leading the worldwide storage industry in developing and promoting standards, technologies, and educational services to empower organisations in the management of information.

SNIA has a corporate mission to:

- Be the trusted advisor across all business segments and the recognised authority in storage technologies in support of information management.
- Be the catalyst for the development of information technologies and storage standards.
- Establish a strong international presence to address the needs and requirements of the local storage and information management marketplace.

For additional information, visit the web site at www.snia.org or in ANZ visit www.snia.org.au

SNIA ANZ is the regional affiliate responsible for the regional activities. SNIA ANZ is also a not-for-profit organisation registered in Australia and is governed by a Board of Directors elected by the membership each year to represent the Association.

The Board of Directors for 2008 are:

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