



www.StoneFly.com
Phone 888-786-6335
Fax 510-265-1565

FOR IMMEDIATE RELEASE

Contact

Dan Neel
CRN / CMP Channel Group
516.562.7236
dneel@cmp.com

Jame Ervin
StoneFly, Inc.
800.947.4742 x208
Press2@DNFstorage.com

StoneFly, Inc. Named a *CRN* Emerging Tech Supplier

*CRN Cites StoneFly's Innovative, Easy-to-Use IP SAN Technology
as Reason for Prestigious Channel Award Selection*

SAN DIEGO – June 22, 2007 – StoneFly, Inc., a leading supplier of integrated IP storage area network (SAN) systems and a wholly-owned subsidiary of Dynamic Network Factory, Inc. (DNF), today announced that it has been selected by *CRN*, part of CMP's family of Channel Solutions, as a *CRN* Emerging Tech vendor. In selecting StoneFly, *CRN* recognized the company's simple and affordable IP SAN-based systems, which provide the highest levels of storage optimization and disaster recovery protection.

CRN's Emerging Tech list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants. After pioneering the IP SAN market in 2003, StoneFly established its MVP Channel Program to support channel partners in every facet of industry, ranging from large-scale Fortune 500 companies to government and education markets as well as small-to-medium-sized businesses (SMBs). In the past six months, StoneFly has gained traction in regions across the globe, building alliances with new partners in Europe, South America, Asia and Canada.

"It is an honor to be named a *CRN* Emerging Vendor by a publication that is held in such high regard within the channel", said Ken Friend, channel director for StoneFly, Inc. "StoneFly's MVP Channel Program supports our solution providers with dedicated account representatives as well as comprehensive training and support for their wide-ranging storage projects, from virtualization and business continuity to e-mail archiving, backup and integration."

According to Heather Clancy, vice president and editor of *CRN*, "Successful solution providers are always looking for new and innovative partners, and the *CRN* Emerging Tech list provides a way for them to discover a large number of potential new partners who offer a wide range of emerging technologies."

Vendors who make the *CRN* Emerging Tech list must have an established solution provider program and formal guidelines for recruiting channel partners. They must demonstrate that its direct sales mix is trending down as evidenced by the company's revenue history, a channel positive or channel neutral strategy for

internal sales compensation, and not be a dominant market share player. Final selection to the Emerging Technology list was made at the discretion of the *CRN* editorial team after a review of the submitted information and conversations with current or targeted partners.

About StoneFly, Inc. and Dynamic Network Factory, Inc.

StoneFly, Inc., headquartered in San Diego, was founded in April 2000 to deliver upon the vision of simple and affordable storage optimization and disaster recovery protection through IP SAN solutions. StoneFly is a subsidiary of Dynamic Network Factory, Inc. (DNF), a leading maker of high-performance network attached storage, storage area networks, RAID and iSCSI systems. For more information on StoneFly, please visit www.stonefly.com or www.iscsi.com.

Founded in 1989, Dynamic Network Factory, Inc. (DNF) is a privately held company based in the Silicon Valley (Hayward, Ca.). DNF carries a variety of products to assist companies in meeting their mission-critical storage needs with cost-effective, high performance solutions. DNF started as a U.S. subsidiary of the publicly traded Japanese IT conglomerate, CSK Electronics, in 1989. In 1998, the company refined its strategy and began to focus the hardware group on storage solutions. Within a year, DNF's rapid growth resulted in its emergence as an independent, privately held spin-off. DNF has thousands of customers ranging from consumers and small-to-medium businesses, to government agencies, universities, hospitals, financial institutions and Fortune 500 companies. In 2006, DNF completed its acquisition of StoneFly Networks, an iSCSI storage pioneer and developer of complete, turnkey IP SAN solutions. For more information, visit www.DNFstorage.com

About The Channel Group

CMP Channel Group is the one stop shop customers turn to in order to meet their global sales channel objectives from access to execution. Through use of its family of channel solutions, which include CRN and VARBusiness, the ChannelWeb network, the Group's XChange worldwide face-to-face conferences and the Institute for Partner Education & Development (IPED), vendors are able to accelerate sales through the channel. CMP Channel Group provides a worldwide answer to advertising, branding and marketing services, lead generation, market intelligence, branded and custom events, education of solution providers and best practices for vendors.

About CRN

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to *CRN* first for immediate information. Celebrating its 25th year, *CRN* is the most trusted source for channel professionals. *CRN* can be found on the web at www.channelweb.com.

About CMP Technology (<http://www.cmp.com/>)

CMP Technology is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

###

StoneFly, StoneFusion, StoneFly Reflection, StoneFly Snapshot and Storage Concentrator are trademarks or registered trademarks and the property of StoneFly, Inc. All other company and product names contained herein are property of their respective owners.