

*The Power of Intelligent Data***FOR IMMEDIATE RELEASE**

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**Arkivio Selects CHAN & ASSOCIATES—  
To Manage Media Relations**

Mountain View, CA — June 10, 2002 — Arkivio, Inc., an emerging storage management software company that provides innovative technology to manage enterprise storage resources and data, has selected Orange County, CA-based CHAN & ASSOCIATES, INC. to oversee its marketing communications and strategic media relations endeavors. CHAN & ASSOCIATES is a leading full-service marketing communications, advertising and business consulting agency that primarily focuses on the high technology market sectors, including data storage, computing/networking, IT, broadcast, telecommunications, pro audio, pro video and entertainment.

“We are pleased to retain CHAN & ASSOCIATES as Arkivio’s public and media relations counsel,” states Arkivio President and CEO Giovanni Paliska. “Cultivating a consistent and compelling media presence across a variety of applicable arenas will be essential to the success of Arkivio. We will work closely with CHAN & ASSOCIATES to develop and implement a unique and effective strategy to transmit Arkivio’s vision and message to users, press, media and analysts in a variety of market sectors that utilize networked storage.”

Arkivio’s proprietary technology manages storage resources and data in a variety of enterprise arenas. Arkivio software uniquely integrates storage resource and data management functionality

with a comprehensive policy management engine to maximize IT administrator productivity, reduce storage infrastructure costs, and optimize IT resources through its storage automation technology.

“The economic recovery has finally begun to breathe new life into the high technology arena,” Paliska continues. “Arkivio looks to maximize this resilience by enabling an aggressive marketing and sales initiative that will take full advantage of PR, media, advertising, analyst, and event and conference opportunities to build mindshare and gain visibility. CHAN & ASSOCIATES will play an integral role in helping to make this a reality.”

CHAN & ASSOCIATES will help to grow this visibility and mindshare for Arkivio through a concerted strategic marcom campaign. In addition to publicizing new products and company developments, the campaign will also include securing opportunities for Arkivio to present its views on the state of the respective industries in which it is involved, as well as technological developments relevant to these markets.

“We are honored to represent Arkivio,” says CHAN & ASSOCIATES’ President and CEO, Curtis Chan. “CHAN & ASSOCIATES has become a valuable resource that an increasing number of data and storage-centric companies are turning to for media relations, advertising, press support and strategic business consulting. We are pleased to forge this relationship and look forward to bringing all of the resources to bear in support of Arkivio’s marketing efforts.”

## **About Arkivio**

Arkivio, the storage management company, provides automated storage and on-line data management software for the enterprise that minimizes administration and infrastructure costs while optimizing IT resources by enabling proactive, automated, and strategic management of information resources.

Arkivio’s innovative solution provides the necessary tools to easily implement on-line data management policies across organizations scaling from medium size businesses to large enterprises. Its solution is designed to be implemented in customers’ existing

heterogeneous environments and are agnostic to hardware vendor selection and connection topology.

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