Proximal Data Press Release

August 23, 2012

Proximal Data AutoCache Virtual Cache Software Selected by Flash Memory Summit 2012 as a Best of Show Award Winner

Recognized for Most Innovative Flash Memory Technology

Flash Memory Summit 2012, Santa Clara, CA – August 23, 2012 – Proximal Data, Inc. announced that its AutoCache fast virtual cache storage solution has been chosen by the Flash Memory Summit as a Best of Show award winner for 2012 in the category of Most Innovative Flash Memory Technology. The annual Best of Show Awards is the premier opportunity for industry recognition of innovative products and solutions, and how they are being used in the marketplace.

AutoCache eliminates I/O bottlenecks in virtualized servers to increase virtual machine (VM) density up to three times. Working seamlessly within a hypervisor such as VMware ESXi, AutoCache places hot I/O onto a PCIe flash card or solid state device to intelligently supply priority data traffic to all VMs. AutoCache increases VM density with absolutely no impact on IT operations, and it does not require agents in guest operating systems. By removing the I/O bottleneck, VM density can be increased and efficiency is improved while minimizing system resource usage. This frees up CPU capacity to support more business applications. AutoCache is also integrated within VMware management environments (vCenter, vSphere) and does not impact vMotion processes.

"We are honored to receive this recognition for delivering the first-to-market solution for the VM density issue," said Rory Bolt, CEO of Proximal Data. "AutoCache was designed from the ground up to solve the VM density problem at the source — the virtualized server. By using PCIe flash devices or SSDs, AutoCache can relieve disk I/O bottlenecks, increasing VM density, efficiency and performance."

Winning products were judged by a panel of industry experts who evaluated each nomination according to the following criteria:

- Distinctiveness of the application, technology, or product

- Central use of flash memory as a solution or innovation
- Technical and business significance to the general marketplace

"The judges of the Flash Memory Summit Awards Committee had the challenging assignment of selecting the most innovative flash memory technology from an incredibly large pool of quality submissions," said Jay Kramer, Chairman of the Awards Program and President of Network Storage Advisors Inc. "We are proud to select Proximal Data's AutoCache for the Best of Show Innovation Award as it raises the bar to a new level of virtual machine (VM) efficiency and performance which is paramount for customers seeking to virtualize their entire IT infrastructure."

Proximal Data was honored at the Flash Memory Summit Awards evening reception in the Exhibit Hall on Wednesday, August 22.

For a complete list of all the Flash Memory Summit Best of Show awards winners, visit www.flashmemorysummit.com.

About Proximal Data
Proximal Data is the leading provider of server-side caching solutions specifically designed for virtualized environments. Proximal Data's AutoCache™ software can dramatically increase virtual machine density by eliminating I/O bottlenecks with adaptive I/O caching. When coupled with PCIe flash cards or SSDs from our partners, Proximal Data's fast virtual cache significantly improves the efficiency and performance of virtualized servers without disrupting IT operations or processes. www.proximaldata.com.

About Flash Memory Summit
Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. It is intended for system designers, technology and financial analysts, IT professionals, hardware and software engineers, product marketing and marketing communications specialists, and engineering and marketing managers. It features forums, half-day tutorials, paper and panel sessions, and expert tables. Subjects include a wide range of consumer and data center environments including enterprise storage system applications, consumer mobile products, PCs/servers, product design, caching methods, storage software, new flash related technologies, flash industry market research, flash testing and security. The Summit also includes exhibits of the latest products and product awards. For more information, visit www.flashmemorysummit.com. Twitter: flashmem. Facebook: http://www.facebook.com/pages/Flash-Memory-Summit/72498807894.

About Conference ConCepts, Inc.
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