

NEWS RELEASE

Editorial Contact:
Rocky White
866.478.3131 ext 311
rwhite@3X.com

3X Systems Named Coolest Cloud Storage Vendor by CRN

Private Cloud Backup Appliance Named Among Top 20 Cloud Storage Vendors of 2011 by Everything Channel's CRN Magazine

COLUMBUS, Ohio, April 19, 2011 – 3X Systems, a pioneering provider of “private cloud” backup appliances, today announced that it has been named one of the Coolest Cloud Storage Vendors for 2011 by Everything Channel's CRN (Computer Reseller News), the leading channel publication for IT resellers.

“This year's Coolest Cloud Computing Vendors list is based on a cloud vendor's approach to creating an innovative product, or an innovative approach to supporting solution providers in the IT channel,” said Kelley Damore, Vice President and Editorial Director CRN. “Specifically, these Cloud vendors help resellers transform themselves into true service providers and help organizations and enterprises take advantage of the ease, flexibility, scalability, elasticity and cost savings that leveraging cloud computing has to offer.”

“3X Systems is once again honored to be on CRN's elite list of Coolest [Cloud Storage](#) Vendors,” said Alan Arman, CEO of 3X Systems. “Being named to this coveted list for the second year in a row continues to validate our automated, cost-effective solution for delivering safe, secure data backup across any organization, regardless of where the data resides – on servers, desktops or traveling laptops. This “private cloud” solution provides our channel partners with a unique solution to fit the backup needs of virtually any company that values security, ease of use and affordability.”

About the 3X RBA

The 3X RBA enables small and medium enterprises (SME) to perform their initial backup on premise using the local high speed network, then move the device offsite for continuous remote [data protection](#) and disaster recovery. Using its patent-pending locator service, the 3X RBA automatically connects to and backs up data from servers, desktops, roaming laptops and remote offices, regardless of the physical location of these endpoints or of the appliance itself. This unique private cloud architecture keeps data safe, private, easy to recover, and continuously in the possession of the organization.

About 3X Systems

3X Systems provides "private cloud" backup appliances to organization that need reliable, affordable and easy-to-use offsite data protection capabilities that are secure, private and under their own control. The company's award-winning products are designed for small, medium and large organizations, especially those in healthcare, financial services, non-profit and professional services that need to comply with regulations governing the availability and storage of electronic data. 3X Systems is located in Columbus, Ohio and on the web at <http://www.3x.com>

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