



Press Release

(for immediate publication)

Proximity to markets and customers

- **German software provider opens subsidiary in the USA!**
- **Open-E User Community Forum, worldwide!**

Puchheim, 9th June, 2006 – Open-E Storage Software is sold through distributors in 32 countries worldwide. From the very first day, the company offered a technical hotline and maintained regular contact with its customers. Keeping in touch with our markets and customers is important to Open-E!

Unusual: Generally, American companies open subsidiaries in Europe. At Open-E GmbH, a software provider headquartered in Puchheim, west of Munich, things are done a little differently.

The storage market in the USA presents a challenge due to its size alone. As early as January 2005, Open-E staff began working in the USA to open up the storage market there. Very successfully, as it turned out. The share of Open-E products exported to the USA has already reached 30%.

„This positive business development is continuing, so the decision to found an American subsidiary wasn't difficult", said Mr K. Franek, President and CEO of Open-E. Since 12th May, 2006, Open-E has had a registered office in Redwood City, California. Among the contact people there is Mr K. Franek himself, who travels regularly between Europe and the USA.

Along with appropriate product lines, sales aspects must also be taken into consideration in order to be successful on the American market. A local office and thus proximity to customers is very important in the USA.

By founding the subsidiary Open-E hopes to strengthen its connections to American customers and partners such as AMAX, Celeros, Condre, Mendax and others. In order to provide customers with local technical support and appropriate training options, Todd Maxwell, Sales Engineer, has been added to the Open-E team.

Interesting: To further expand the exchange of information and experiences with customers and partners worldwide, the company has set up the Open-E User Community Forum at <http://forum.open-e.com>.

As Open-E software has been on the market for years and sold thousands of copies, many users will have gained experiences or asked questions that may be of interest to others. Forums allow users to exchange opinions and learn from each other. Visitors can read messages; registered users can start new discussions or participate in existing ones.

„We are hoping for a lot of visitors. Only active participation will make the forum interesting and lively“, explains Mr Franek.

About Open-E GmbH

Open-E GmbH in Puchheim near Munich is a software company that focuses on developing storage software that allows system integrators to set up high-performance but easy-to-use storage systems that require no special knowledge to install and are fully compatible with leading operating systems and iSCSI initiators.

Open-E GmbH distributes its products through a worldwide network of partners who are already established on the storage and networking market. More information about Open-E and Open-E products is available at: www.open-e.com

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