

Contact

Dan Neel
Everything Channel
516.562.7236
dneel@everythingchannel.com

MiraLink is Named a *CRN* Emerging Tech Vendor

Portland, OR June 30th, 2008 – MiraLink, today announced it has been selected by Everything Channel as a *CRN* Emerging Tech vendor for its ML 5150FC disaster recovery and back up appliance. *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.

MiraLink's patented disaster recovery appliances install like a simple disk drive and/or volume and are directly connected to a server or mounted on a Storage Area Network (SAN). This allows any system administrator who can manage a disk drive and assign an IP address to manage the product. The products are managed through a simple to use web console, and recovery from a data loss event is unbelievably easy.

MiraLink's Partner Program was also recently honored with the VAR Business 5 Star Partner Program award. MiraLink sells 100 percent through the VAR channel and understands that the success of any company in technology relies solely on a solid foundation of productive VAR partners.

According to the *CRN* Emerging Tech Survey, the top reasons solution providers add emerging technologies include, the technology is superior to other products in the market segment; the technology compliments a solution providers' existing practice areas; emerging vendors provide better services opportunities; emerging vendors pay better attention to partners; emerging vendors offer higher margins, customers want alternative product choices; and emerging vendors have better joint marketing programs. In addition, 61 percent of solutions providers surveyed plan to increase the number of emerging technology vendors they partner with in the next 12 months.

"New and innovative vendor partners can help spur profitable new ideas that Solution Providers can use to build revenue and customer loyalty, and the *CRN* Emerging Tech list is where Solution Providers go to find these vendors," said Robert C. Demarzo, senior vice president and editorial director, Everything Channel editorial.

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.

Ron McCabe, founder, CEO and chief architect behind MiraLink's solution says, "We are thrilled that an organization as respected as *CRN* has recognized our solution as an Emerging Technology. We've worked extremely hard to develop this solution to so that the SMB market can have an enterprise class disaster recovery and backup solution without paying an enterprise price tag."

About MiraLink

MiraLink Corporation, headquartered in Portland, Oregon, provides remote disaster recovery systems that permit rapid, easy, and reliable data recovery in a cost-effective manner.

MiraLink was founded in 1994 to create innovative remote mirroring technologies. The company is guided by CEO and President Ron McCabe, a company founder, who is also the chief architect of MiraLink's patented and patent-pending technology. McCabe and his team worked throughout the 1990's, developing technology that could maintain a constant state in remote data mirroring. During this time, the company focused on providing custom solutions for enterprise and federal accounts. In 2006, the third generation of the MiraLink product allowed introduction of this extensively field-tested, reliable, remote data recovery solution to the SMB/SME market with its first commercial release. MiraLink's disaster recovery solutions now deliver world-class business continuity to value-conscious businesses from the SMB to the enterprise.

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.

Everything Channel (www.everythingchannel.com, www.channelweb.com)

Everything Channel, formerly CMP Channel, is the global leader in technology sales and serves as the one stop shop for the sales channel that drives 75 percent of technology sales throughout the world. IT suppliers and Solution Providers turn to Everything Channel to manage and accelerate their business. Everything Channel provides the answer to strategy and branding, online marketing, research/market intelligence, lead generation, branded and custom events, education and workflow tools targeted to those who buy and sell through the Channel. Everything Channel 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 \$2.5 billion.

###