



PRESS RELEASE

FOR IMMEDIATE RELEASE

**SNIA SOUTH ASIA APPOINTS EVITO AS THEIR NEW
ASSOCIATION MANAGEMENT COMPANY**

Industry veteran Paul Talbut to act as the General Manager for SNIA South Asia

Singapore 24th November 2009 – The Storage Networking Industry Association for South Asia (SNIA SA) today announced that they have appointed Evito Pty Ltd as their new Association Management agency with immediate effect.

Evito are currently contracted to manage SNIA Australia and New Zealand and will extend their operations to support SNIA SA's membership and their future marketing strategy. The first priority will be to enhance the local value proposition to attract new members and to focus on the establishment of a regular SNIA Storage Academy conference in the region, with the first event scheduled for February 2010.

Evito have extensive knowledge of SNIA, having been involved in managing SNIA events across Europe and Australia as well as the Academy held in Singapore in 2007. This appointment means Evito will bring the benefits of consistency and experience to assist SNIA South Asia achieve its longer term strategic ambitions. "Having worked with the Board of Directors at SNIA South Asia previously, I'm looking forward to working with them to develop the market for SNIA's education, standards and best practices. All the SNIA regional affiliates face similar issues in terms of being a non-profit trying to find resources to implement strategic objectives. I'm keen to help the Board expand using a model for growing the organisation which has been successfully deployed in Europe and ANZ.

My fellow Directors and I are delighted with this appointment which comes at the perfect time for us." said PK Gupta, Chair of the SNIA South Asia. "We are emerging from a period of austerity in the market and expect to see an enormous surge of interest in storage standards and best practice in addition to our commitment to being the primary source of vendor-neutral education. It is now that we need someone with the experience of industry non-profits combined with a knowledge of the storage industry to help us develop and implement our strategy. I have personally known Paul and his company for several years and my colleagues and I are very pleased with the appointment." Gupta added.



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About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organisation made up of more than 420 active member companies plus their worldwide affiliates and close to 7,100 active individuals spanning virtually the entire storage industry.

SNIA members share the common goal of leading the worldwide storage industry in developing and promoting standards, technologies, and educational services to empower organisations in the management of information.

SNIA has a corporate mission to:

- Be the trusted advisor across all business segments and the recognised authority in storage technologies in support of information management.
- Be the catalyst for the development of information technologies and storage standards.
- Establish a strong international presence to address the needs and requirements of the local storage and information management marketplace.

For additional information, visit the web site at www.snia.org or in South Asia visit www.snia-sa.org

SNIA South Asia is the affiliate responsible for the regional activities. SNIA South Asia is also a not-for-profit organisation registered in Singapore and is governed by a Board of Directors elected by the membership each year to represent the Association.

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