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**Countdown commences:
Launch Zone @ Storage Expo set to provide
European lift-off for storage innovators**

***New Launchpad Europe initiative provides vendors with
fully managed Storage Expo experience***

London, UK – 22nd August 2006 – Launchpad Europe, a UK based business accelerator, today announced a new initiative to help accelerate storage vendors activities in Europe. The Launch Zone at Storage Expo will provide a cost effective, fully managed presence at leading storage event Storage Expo (www.storage-expo.com – 18th and 19th October, London).

Claire Sellick, Exhibition Director at Reed Exhibitions said "*We welcome this initiative allowing companies to experience 'Storage Expo' first hand and discover the real business benefits of exhibiting at the UK's only dedicated Data Storage event. Another benefit is the follow-on program options, offered by the Launchpad team, enabling companies to fully exploit and pursue the commercial opportunities initiated at Storage Expo. We also see The Launch Zone and the Launchpad Europe approach as an incubator for our stand-alone exhibitors of the future.*"

Eric Lowe, Marketing Director, storage start-up M5 Data explained: "*We have signed up to the Launch Zone as the ideal environment for M5 to launch our new storage product. This gives us a fully managed prominent presence compared with doing something ourselves on a smaller scale. This ensures we can make the maximum impact on the data storage market. A very attractive high profile, low risk, low cost approach for us.*"

Jon Toigo, CEO and founder of Toigo Partners International commented:

The Launch Zone is a service worth considering for storage vendors of all sizes that are interested in doing business in the UK and Europe. The event at Storage Expo is just the beginning: a quick introduction to the right people in the right companies who are looking for best of breed products to solve their storage needs.

“Going forward,” continued Toigo:” Launchpad Europe provides the EMEA access and support services that were previously available only to very large vendors with deep pockets – which is to say, those who could afford to field, finance and manage their own sales and marketing organizations abroad. With the best technology coming from smaller, more innovative companies today, it makes sense to put the Launchpad folks to work to help spread the word about products and services in the European marketplace. Launchpad provides access and helps you to contextualize your product so that it resonates better with the realities of the local consumer. Bottom line: Launchpad Europe is a great idea whose time has come.”

The Launch Zone provides exhibitors a full range of services to support them to just “turn up and exhibit”. The services on offer include:

- Pre and at show lead generation
- PR and analyst briefing program
- Reseller and technology partner introduction program

For further details, interested vendors should contact the Launch Zone team at Launchpad Europe on +44 (0)208 255 2345 or email countdown@launchpad-europe.com.

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About Launchpad Europe:

Launchpad Europe is a global reaching company, specialising in providing internationally focused organisations with a presence throughout Europe and beyond. Our service ranges from individual sales representation to building an entire, fully functional business entity.

Launchpad provides and supports the full range of:

- Sales and marketing activities
- Direct and indirect third party channel representation
- Distribution
- Technical backup and support services
- Legal and financial advice
- HR functionality

For more information about Launchpad Europe, please visit www.launchpad-europe.com or telephone +1 781 519 0485 / +44 (0) 20 8255 2345 and email countdown@launchpad-europe.com

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