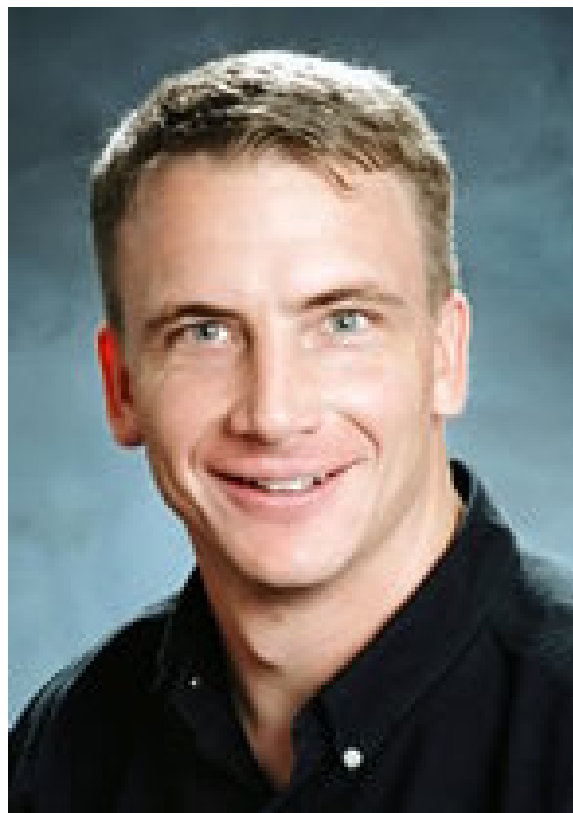




STORAGE VISIONS[®] 2007 CONFERENCE

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Steve Iverson, CEO and President, Streamload

Biography

Born out of his college dorm room, Steve Iverson, CEO and president of Streamload, wanted a better way to send videos, photos, and data files across the Internet versus trying to transfer files using CDs and traditional storage devices.

Iverson turned out to be ahead of his time when he conceived of adaptive data compression algorithms in his senior thesis for his undergraduate degree in computer science. In just eight years since graduating from Pomona College, Iverson's technology is the basis for Streamload's online service, proving to be the market leader in high-speed online file transfer and storage. Streamload has since evolved into a service that lets users to send, receive, store and access their data files online, including entire video and music collections.

Iverson's data compression invention allows Streamload to provide more than 4 times the capacity of the once state-of-the-art Microsoft Next Technology File System (NTFS), which tops out at just over 2 billion files. Today, Streamload's manages over 8 billion files and it is doing this at 1/20th the cost of traditional network storage systems. The real innovation though is that the file-system efficiency increases as more files and more people use it. It actually uses less and less space to store the same data and thus the cost per megabyte drops. Currently, customers upload more than 33 terabytes of content each day, but only one terabyte of unique user data is added – equal to a compression ratio of 33:1. This allows Streamload to currently handle over 550 terabytes of unique user data while adding a terabyte a day. No other consumer accessible storage service offers anywhere near this sort of capacity.

Due to Iverson's innovation, Streamload is the only company in the market to offer virtually unlimited, long-term storage convenience via any Internet-connected device. It's also the only company able to offer 25GB

Talk to be given at the Storage VisionsTM 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007



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of free storage to consumers to encourage them to try before they buy - no other company can match Streamload's offer.

However, Streamload views online storage not as a stand-alone application, but rather a service that will become tightly integrated into complementary applications and products. In addition to its direct to consumer service, Streamload is already being utilized by other companies to extend the value of their services. Streamload has signed deals with The Discovery Channel, the Travel Channel, Animal Planet so they can take advantage of its innovative file system so that end-users can submit videos. Other companies, like AMD and Sprint are also using this innovation to empower their customers to store, share and remotely access their media content in new and innovative ways.

Iverson's powerful storage offering has helped Streamload to achieve 300 percent growth in both customer base and revenue in the last 3 years, sustain over 3.5 years of profitability, and attain more than 4 million registered users to date.

Speaking Experience: Steve Iverson has spoke at many industry conferences including Storage Visions at CES 2006, Always On Innovation Summit, Digital Living Room Summit & Venture Forum, Digital Life, VentureWire Consumer Technology Ventures, and Fall Focus and CONNECTIONS by Parks Associates. He has also been quoted and covered by international media including the New York Times, Associated Press, USA Today, C/Net, ZDNet, PC Magazine, PC World and many more.

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