

For Immediate Release

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Storage Visions™ 2008 Conference Announces Hybrid Storage Alliance as Gold Sponsor

-- SanDisk and Denali Software join as Bronze Sponsors, Exhibitors Listed --

San Jose, CA – November 19, 2007 – The Storage Visions conference, the premier conference focusing on digital storage and the entertainment content value chain, welcomes the Hybrid Storage Alliance as a Gold sponsor. SanDisk and Denali Software join as Bronze sponsors. Storage Visions 2008 will be held January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas, just before the 2008 CES.

Other corporate sponsors for the 2008 Storage Visions are Platinum Sponsor Hewlett Packard and Samsung; Gold Sponsor Intel; Silver Sponsors STMicroelectronics, Mempile and Toshiba America Information Systems (Toshiba is also the lanyard sponsor) and Bronze Sponsors Omneon, Trusted Computing Group and Silicon Image.

Many of these sponsors are also exhibiting. Other corporate exhibitors include Fujitsu, Gaviri Technology, Plasmon, Rebit, StorVault and Tilana Reserve.

Highlights of the conference include keynotes by Clyde Smith of Turner Broadcast, Jim Elliot of Samsung Semiconductor and Dominic McCarthy of Hewlett Packard. Other presenters, moderators and panelist companies include Cisco/Scientific Atlanta, EMC, Hewlett Packard, Imation, IDC, InPhase, Intel, Lehman Brothers, LSI Corporation,

Macrovision, Marvell, Mempile, NPD Group, Omneon, Pioneer, Samsung, SanDisk, Seagate Technology, Silicon Image, STMicroelectronics, Toshiba, and Turner Broadcast.

Organization and media sponsors include InfoStor, NetworkWorld, Mediaware, PC World, storagesearch.com, Computer Outlook, Content Delivery Storage Association, Davis Consulting, Dealer Scope, NPD, Compact Flash Association, MediaTech Association, Digital Media Net, Broadcast Net, Virtual Press Office, Reseller Advocate Magazine (RAM), The Entertainment Storage Alliance, The Diffusion Group, StorageNetworking.org, SCSI Trade Association, Fibre Channel Industry Association, Trusted Computing Group, Hybrid HDD Alliance, IDEMA, iVDR, TV Worldwide, the IEEE Consumer Electronics Society and the Santa Clara Valley chapter of the CE Society, St. Petersburg State University of Film and Television and the Flash Memory Summit.

Storage Visions Conference early registration is open. To register for SV08 go to <http://www.storagevisions.com/2008Register.htm>. The Flamingo Hotel has a very competitive rate for SV08 and will now take bookings. Call the Flamingo Hotel at 800-835-5686 and mention that you are reserving a room for the 2008 Storage Visions Conference, use code **SFSVC8**. You can also book your room on-line at <http://www.storagevisions.com/2008Travel.htm>.

For information on sponsorship and exhibit opportunities at the 2008 conference fill out the appropriate forms available on the conference web site: www.storagevisions.com. Interested parties can also call Storage Visions at 408-871-8808 or email us at info@storagevisions.com.

The Storage Visions Conference is put on by the **Entertainment Storage Alliance** (www.entertainmentstorage.org) and is a partner event to the International CES.

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