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BALESIO® RECOGNIZED AS 'ONE TO WATCH' BY STORAGE MAGAZINE

Storage Reduction Innovator Once Again Stands Out among Competitors

London, UK - 9th May 2011 - [balesio AG](#), the leading provider of native format optimization solutions for unstructured data, has once again been recognized as a leading storage player, this time as a finalist in the [Storage Awards](#) 2011 'One to Watch' company category. Now in their eighth year, the 'Storries' recognize and reward outstanding products, people and services in the storage industry; the finalists are determined by readers' votes (in 2010 more than 25,000 people cast their vote).

balesio brings a new concept and technology to the table: to reduce files in a visually lossless manner and with a process that does not need any additional (rehydration) steps. Offering storage reduction rates of up to 90%, balesio's [FILEminimizer](#) range of products allows organizations to dramatically cut their storage requirements and related costs by reducing the footprint of MS Office, PDF and image files. Earlier this year FILEminimizer Server was a [finalist](#) in the SearchStorage.com Product of the Year award, in the 'Storage Management Tools' category. balesio's place on these two important magazine's competition shortlists is testament to the quality, capabilities and innovation of its products, and with more innovative solutions in the pipeline, the company looks set to go from strength to strength.

Christoph Schmid, Chief Operating officer at balesio, is proud that the young company is being recognized for its innovation and accomplishments. 'We are proud that our achievements continue to be recognized by the industry. Being innovative and listening to our customers is at the heart of what we do. Everybody wants to reduce their storage requirements and fight explosive data growth. Our innovative native format optimization technology really helps and is one of the reasons why we have been experiencing constant growth in demand for our storage reduction technologies; to be a finalist in the Storries is testament to our commitment.'

About balesio AG

balesio AG is a fast-growing provider of innovative data reduction technology and storage optimization solutions that enable organizations to release up to 85% of their existing storage capacity to achieve significant, permanent storage cost savings. Headquartered in Switzerland, the company delivers primary storage optimization as well as integrated solutions for SharePoint,

Microsoft Exchange and Lotus Notes under the brand FILEminimizer. balesio products are sold worldwide and have already helped small and medium-sized companies, universities, public and government institutions as well as the vast majority of Fortune 500 companies get more from their storage investments. For further information please visit www.balesio.com