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NORTHERN Opens Boston Sales Office to Expand Support for Customers and Technology Partners Across Northeast Region

Boston location allows NORTHERN to continue building relationships with key technology and marketing partners; offers proximity to large customer base across region.

Tampa, FL – June 2, 2010– NORTHERN, global providers of flexible, easy-to-administer solutions for User Data Management, today announces that it has opened a new sales office in Boston, MA, to complement its U.S. operations in Tampa, FL. The Boston office will be headed up by industry veterans Arnold Bennett and RJ Nichols, who will lead the Company's sales efforts across the Northeast, while working in close proximity with NORTHERN's strategic business partners headquartered in the region.

"Establishing a Boston office was largely driven by the need to work more closely with our customers, as well as our technology and marketing partners, many of whom are headquartered in the Northeast, so we can more precisely tailor Northern Storage Suite to their needs and specifications," said Thomas Vernersson, Northern's CEO. "As the storage landscape continues to undergo sweeping change and consolidation, customers and vendors are reaching out for solutions that bring clarity and simplicity to enterprise management. This is the crux of our message and value proposition. I can think of no two people more qualified to deliver this message than Arnold and RJ, who bring years of experience and perspective in helping customers and our technology partners solve real-world problems."

Prior to joining NORTHERN, Arnold Bennett held senior sales positions with EMC, most recently serving as VMware Alliance Manager for the Northeast and all of Canada. Bennett was Global Account Manager for Cabletron Systems (where he also managed the company's global convergence group), helped grow a software startup called Syndesis into a \$45 million company in three years, and was Eastern Sales Director for Hitachi. RJ Nichols combines broad senior technical sales experience with a background as an IT practitioner (IS Director for Shriner's Hospital in Galveston, Texas, field engineer for EMR software company, and lead software architect for Motorola). Nichols was most recently a Practice Manager for Sun Microsystems, leading the company's vertical sales strategy and business development initiatives across the East Coast (focusing on financial services, government and telecommunications).



"My previous experience gives me a very clear idea of the challenges organizations have in managing user data and their storage infrastructure, and the value of Northern Storage Suite as a management platform," said Arnold Bennett. "I know what users are looking for, and the gaps that exist in the marketplace. As storage becomes more complex, Northern makes management simpler and more efficient. It's a great message that resonates with end-users and our technology partners."

"I look forward to working with the Northern team in expanding sales and partnerships across the Northeast," said RJ Nichols. "The timing couldn't be better: as organizations add complexity to their storage infrastructure and add more capabilities to a smaller footprint, they now find they need a unified view of their infrastructure and a simpler way of managing functionality on all tiers of storage—precisely what Northern Storage Suite offers."

ABOUT NORTHERN

Northern is an international software company specializing in the development of reliable, flexible and easy to use solutions for storage management. Northern Storage Suite breaks Storage Resource Management down into four goals; to identify and reclaim wasted storage capacity, control user behavior, plan for future storage needs and make the end-users a part of the storage solution. World-wide over 28,000 organizations and more than half of the companies on Fortune Global 100 use Northern software to bring control and order to their storage environments.

The company serves a global market through its six bases of operations, United States [Boston, MA], United States [Tampa, FL], Sweden [Stockholm], France [Paris], United Kingdom [London], and Italy [Turin]. Northern Storage Suite is available through resellers worldwide, authorized distributors and from Northern directly. Customers in North America should contact Northern [U.S. Operations] at 1.800.881.4950 or sales@northern.net. Customers in other parts of the world should visit Northern's Reseller page on www.northern.net to find their local Northern software supplier, or contact Northern [European Operations] at +46 8 457 50 00.

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