

ADIC JOINS HP INFORMATION LIFECYCLE MANAGEMENT PARTNER PROGRAM

Submitted by: Prompt Communications Ltd

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Includes Worldwide Reseller Agreement for ADIC Data Management Software;
First Joint Customer Is NOB Cross Media Facilities

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Advanced Digital Information Corporation (NASDAQ: ADIC), a leader in Intelligent Storage™ solutions for the open systems market, announced today that its software business unit has joined the HP Information Lifecycle Management (ILM) partner program.

ADIC is now working with HP to provide data management software to the companies' mutual customers in support of HP's ILM initiative designed to provide active, automated management of information throughout its lifecycle, from initial creation through deletion, based on changing business requirements for access and retention.

The announcement covers ADIC's StorNext® data management software, a policy-based data management solution that helps to provide companies with a foundation for ILM. StorNext is certified under the HP ILM partner program and is now available through the HP sales force under terms of a worldwide reseller agreement.

"As information continues to grow and requirements for its access become more stringent, IT departments around the world need help in managing their data more effectively," commented Thomas Feil, Executive Director, ADIC Software Sales and Marketing, EMEA. "This is exactly the kind of advanced ILM solution that HP and ADIC are offering our customers. We pleased to be working with HP to provide automated protection and access to user data throughout the entire information lifecycle."

An early customer for the joint ADIC and HP collaboration is NOB Cross media facilities, a supplier of digital archiving services for multiple public broadcasting organizations in the Netherlands. "In the Netherlands, new government regulations call for the mandatory cataloging and archiving of all broadcast content, so we deployed a system to efficiently track and store data over its lifetime," said Marcel Opsteegh, Lead Consultant at NOB for the digital resource project. "The combination of ADIC and HP delivers a complete ILM solution – comprised of HP ProLiant servers, HP StorageWorks Enterprise Virtual Array 5000 and ADIC's StorNext – that gives us the highest level of performance, accessibility and management."

"ADIC's StorNext policy-based data management software is an important addition to HP's ILM partner program," said Rusty Smith, Director of Information Lifecycle Management, Technology Solutions Group, HP. "HP's collaboration with ADIC is helping customers manage their rich media data with the appropriate level of service for its business value. Just as important, we have established a foundation that will let us increase our value to IT departments by making it easier for them to integrate additional ILM-related applications in the future by offering a common storage infrastructure."

About StorNext

ADIC's StorNext® is policy-based data management software that provides the Information Lifecycle

Management (ILM) foundation for organizations that derive significant value from a growing volume of business-critical data that must be accessed, protected, and retained appropriately as its value changes over time. For more than five years, StorNext technology has been successfully implemented by leading organizations that manage large volumes of business-critical data as a source of competitive advantage.

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About ADIC

Advanced Digital Information Corporation (NASDAQ: ADIC) is a leading provider of Intelligent Storage™ solutions to the open systems marketplace. ADIC is the world's largest supplier of automated tape systems using the drive technologies most often employed for backing up open system, client-server networks.* The Company's data management software, storage networking appliances, and disk-to-tape data protection solutions provide IT managers innovative tools for storing, managing and protecting their most valuable digital assets in a variety of disk and tape environments. ADIC storage products are available through a worldwide sales force and a global network of resellers and OEMs, including Cray, Dell, Fujitsu-Siemens, HP, IBM and Sun. Further information about ADIC is available at www.adic.com.

*IDC 2001 worldwide revenue and unit market share data for all automated systems using DLT, SDLT, LTO, 8mm or AIT drives, and Gartner Dataquest, Tape Automation Systems Market Shares, 2003, F. Yale, April 2004. ADIC and StorNext are registered trademarks and Intelligent Storage is a trademark of Advanced Digital Information Corporation. All other trade or service marks mentioned in this document should be considered the property of their respective owners.