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CDM MEDIA ANNOUNCES SNIA'S PARTICIPATION IN UPCOMING CIO CLOUD SUMMIT

CHICAGO, November 28, 2012—CDM Media announced today that it will collaborate with the Storage Network Industry Association (SNIA), a leading not-for-profit trade organization for companies and individuals in various sectors of the storage industry, for the upcoming CIO Cloud Summit, Dec. 4-5, 2012. The event will be held at the Fairmont Scottsdale Princess in Scottsdale, Ariz.

The CIO Cloud Summit is a unique opportunity for C-level executives to address current issues and challenges surrounding cloud computing, and to identify the transformational opportunities the technology can bring their organizations. Attending delegates will network, exchange best practices and obtain key takeaways through visionary Keynote Presentations, CIO Think Tanks, Analyst Q&As, one-on-one Executive Exchanges and more.

"We're excited to announce SNIA's participation in the upcoming CIO Cloud Summit," said Ross Abbott, VP Sales, North America for CDM Media. "The association is a leading authority on storage, empowering organizations around the globe to better understand and manage information. We very much look forward to the insight their participation will bring as our attendees seek to shed some light on the cloud."

SNIA's Cloud Storage Initiative (CIS) works to inspire growth and drive success in the market for cloud storage and, more generally, data storage resources and services in the cloud. The CIS provides cloud storage education through its community of leading companies and hosts interactive summits on cloud best practices and standards. CIS also offers a leading cloud storage interface, CDMI Cloud Storage Standard, which enables users to better manage containers and the data therein, ultimately maximizing data management capabilities in the cloud.

Represented by Mezeo, an active member of the CIS, SNIA will present a CIO-oriented Think Tank at the CIO Cloud Summit entitled, "Attacking the Roadblocks Preventing Aggressive Adoption of Cloud Standards: How SNIA and Others are Developing Standards that Benefit High Priority Use Cases."

For more information on the CIS, visit www.snia.org/cloud.

About the CIO Cloud Summit

The CIO Cloud Summit gathers CIOs and IT executives from various industries to explore critical cloud computing issues, connect with other executives in various stages of cloud computing projects and learn about the latest cloud computing solutions. The event will allow attendees to build relationships with IT executive peers, attend end user-led educational sessions and network in an intimate and focused environment. Attendees are encouraged to share ideas, explore technology solutions and learn about the latest cloud computing topics and trends.

For more information about the CIO Cloud Summit, visit www.ciocloudsummit.com. If you are interested in participating in this or any CDM Media event, please contact Ross Abbott at ross.abbott@cdmmedia.com, or by phone at +1 312.374.0840.

About CDM Media

CDM Media is a leading B2B technology marketing and media firm. The company creates custom marketing packages that utilize both online and offline channels, addressing clients' marketing challenges and providing high-quality technology leads for their organizations. CDM Media specializes in technology summits for C-level executives from Fortune 1000 companies. These events are driven by industry, region or organizational role, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with a second office in Cardiff, U.K. To learn more, visit www.cdmmedia.com.

About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organization, made up of some 400 member companies spanning virtually the entire storage industry. SNIA's mission is to lead the storage industry worldwide in developing and promoting standards, technologies and educational services to empower organizations in the management of information. To this end, the SNIA is uniquely committed to delivering standards, education and services that will propel open storage networking solutions into the broader market. For additional information, visit the SNIA Web site at www.snia.org or www.snia.org/international for a list of international affiliates.

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