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FOR IMMEDIATE RELEASE

DNF Storage Named a *CRN* Emerging Tech Vendor

DNF's Channel Strategy Delivers High Margins to Solution Providers

HAYWARD, CALIF. June 30, 2008: [Dynamic Network Factory, Inc.](http://www.DNFstorage.com) (DNF), a leading maker of high-performance [network attached storage](#) (NAS), storage area networks (SANs), [RAID](#) and [iSCSI systems](#), today announced that it has been selected by Everything Channel as a [CRN](#) Emerging Tech vendor. *CRN's* Emerging Tech list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

In selecting DNF, *CRN* cited the strength of the company's extensive storage product line, in combination with its [MVP Channel Program](#), which give OEMs and resellers access to cutting edge storage solutions, engineering-driven product designs, and a world-class in-house testing laboratory. The MVP Program offers two membership types, Alliance and Channel Partners. Both are designed to support partners' business-building strategies with Fortune 500 companies as well as small-to-medium businesses and organizations in government, education and other markets.

According to the *CRN* Emerging Tech Survey, the top reasons solution providers add emerging technologies include, the technology is superior to other products in the market segment; the technology compliments a solution providers' existing practice areas; emerging vendors provide better services opportunities; emerging vendors pay better attention to partners; emerging vendors offer higher margins, customers want alternative product choices; and emerging vendors have better joint marketing programs. In addition, 61 percent of solutions providers surveyed plan to increase the number of emerging technology vendors they partner with in the next 12 months.

"New and innovative vendor partners can help spur profitable new ideas that Solution Providers can use to build revenue and customer loyalty, and the *CRN* Emerging Tech list is where Solution Providers go to find these vendors," said Robert C. Demarzo, senior vice president and editorial director, Everything Channel editorial.

Vendors who make the *CRN* Emerging Tech list must have an established solution provider program and formal guidelines for recruiting channel partners. They must demonstrate that its direct sales mix is trending down as evidenced by the company's revenue history, a channel positive or channel neutral strategy for internal sales compensation, and not be a dominant market share player. Final selection to the Emerging Technology list was made at the discretion of the *CRN* editorial team after a review of the submitted information and conversations with current or targeted partners.

"This important recognition from CRN validates our dedication to the channel," said Ken Friend, channel director for DNF Storage. "Solution providers across the globe benefit from DNF's high-margin solutions, its team of dedicated account representatives, and a program that delivers comprehensive training and support for a wide range of storage projects."

About *CRN*

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to *CRN* first for immediate information. Celebrating its 25th year, *CRN* is the most trusted source for channel professionals. *CRN* can be found on the web at www.channelweb.com.

Everything Channel (www.everythingchannel.com, www.channelweb.com)

Everything Channel, formerly CMP Channel, is the global leader in technology sales and serves as the one stop shop for the sales channel that drives 75 percent of technology sales throughout the world. IT suppliers and Solution Providers turn to Everything Channel to manage and accelerate their business. Everything Channel provides the answer to strategy and branding, online marketing, research/market intelligence, lead generation, branded and custom events, education and workflow tools targeted to those who buy and sell through the Channel. Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

About Dynamic Network Factory, Inc.

Founded in 1989, Dynamic Network Factory, Inc. (DNF) is a privately held company based in Silicon Valley (Hayward, Ca.). DNF started as a U.S. subsidiary of the publicly traded Japanese IT conglomerate, CSK Electronics, in 1989. In 1998, the company refined its strategy and began to focus the hardware group on storage solutions. Within a year, DNF's rapid growth resulted in its emergence as an independent, privately held spin-off. In 2006, DNF completed its acquisition of StoneFly Networks, an iSCSI storage pioneer and developer of complete, turnkey IP SAN solutions. Since its inception, DNF has designed custom solutions for organizations of all sizes and built products for many major computer manufacturers. Today, DNF consists of seven business divisions including [StoneFly](#), DNF Security, DNF Professional Services, DNF Medical, DNF Defense, DNF Systems and DNF Storage. DNF has thousands of customers ranging from consumers and small-to-medium businesses, to government agencies, universities, hospitals, financial institutions and Fortune 500 companies. For more information, visit www.DNFCorp.com

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