



## **SANRAD Delivers Affordable IP SAN for LaunchPad Communications**

**SAN FRANCISCO – February 14, 2006** – SANRAD Incorporated, a leader in developing and delivering intelligent IP SAN solutions, today announced that its V-Switch 2000 has been selected by LaunchPad Communications, a sales and marketing company that specializes in direct-to-consumer marketing campaigns, as an alternative to more costly Fibre Channel storage options.

Los Angeles-based LaunchPad currently operates Consumer Resource Network, a real estate foreclosure listing service and PS Family Healthcare, a discount healthcare program. The company currently manages 2.7TB of storage on SATA storage arrays. The V-Switch is being implemented into LaunchPad's IP SAN architecture to provide data protection in the event of a system failure via its data replication and migration applications.

"I selected the V-Switch 2000 from SANRAD because they seem to be the leader in IP SANs," said Jeremy Malara, Systems Administrator for LaunchPad. "I like the idea of managing everything from the network layer with an intelligent switch and SANRAD's products are competitively priced."

Malara said that future plans include the addition of a second V-Switch 2000 for additional redundancy as the company grows.

"For companies, like LaunchPad, that are looking for an IP SAN solution with no single point of failure, that can manage and mirror volumes for ultimate data protection, and that are more affordable than Fibre Channel SANs, the V-Switch is an ideal choice," said Zophar Santé, Vice President of Market Development at SANRAD. "The V-Switch 2000 enables cost-effective IP SANs that effectively access storage, share resources, provide security and manage volumes."

SANRAD's iSCSI V-Switch 2000 is a convergence of functions, which include protocol bridging, storage routing, switching, security, load-balancing, high availability, storage virtualization and volume management within a single easy to manage platform designed to reduce the inherent complexity of deploying a SAN. To learn more on SANRAD IP SAN platforms, visit: [www.sanrad.com](http://www.sanrad.com)

### **About SANRAD**

SANRAD is the leading IP SAN provider, delivering intelligence at the network layer, empowering hundreds of organizations worldwide to effectively access, share and manage storage across standard Ethernet environments. SANRAD delivers a new dimension in the continuity and simple management of vital business information by coupling standard iSCSI connectivity with critical network-based storage services. SANRAD is the only IP SAN company to create open iSCSI-based SANs that enable continuous data protection, virtualization, local and long distance replication and effective resource provisioning with unbeatable price/performance. SANRAD's U.S.

sales, marketing and support offices are located in Silicon Valley/Bay Area, Calif., with research and development and international sales offices in Tel Aviv, Israel. SANRAD is backed by leading venture capital firm Sequoia Capital and is a member of the RAD Group, a family of more than 20 independent companies that together make up one of the largest multi-national revenue producers in networking.

end