



# Press Release

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**FOR IMMEDIATE RELEASE**

## **Crossroads Systems CEO Rob Sims and Storage Evangelist Curtis Breville To Speak at 6th Annual InnoTech Austin Conference & Expo**

**Austin, Texas – October 26, 2009** – Crossroads Systems, Inc. (symbol: CRDS), a global leading provider of solutions to connect, protect, secure and restore data, today announced that Rob Sims, CEO and President, and Curtis Breville, Data Storage Evangelist, will speak at InnoTech Austin 2009, the region's leading business and technology innovation conference and expo.

Sims will participate in an executive panel discussion titled "Cloud Computing: It's Not Set in Concrete Yet" at the Austin Convention Center on Thursday, October 29, 2009 at 2:30 p.m. led by storage analyst Deni Connor of Storage Strategies Now. As cloud computing is a newer technological concept that CIOs and IT decision makers are currently evaluating for storage cost reduction, participants will be asked to discuss deployment options, economies of scale, and professional abilities to improve storage management capabilities such as enhanced reliability, workload distribution, and data sets improvement management. The cast of panelists will discuss both sides, as they aim to define what is managed hosting, what is virtualization, and what really IS cloud computing.

Breville's session, "Top 10 Proven IT Solutions for Cost Reduction and Efficiency Improvements," will take place at the Austin Convention Center on Thursday, October 29, 2009 at 1 p.m. As data growth remains a constant challenge, Breville will discuss the latest IT solutions and strategies that companies and governmental agencies should implement. He will outline:

- How organizations can use popular tools such as deduplication, virtualization or cloud computing without compromising their environment
- How to best ensure the recovery of customer data given the accelerated rate of technological, regulatory and business changes
- How organizations can implement lasting IT infrastructures while reducing costs in a safe and efficient manner

Crossroads Systems will also host a series of radio shows featuring CIOs and other IT leaders who will discuss industry trends, needs and concerns. Listen live or find shows recorded throughout the day at: <http://www.crossroads.com/Company/RadioBroadcasts>.

This year, InnoTech Austin offers more than 48 separate sessions led by some of the region's leading IT experts. For more information on InnoTech Austin 2009, visit [www.innotechconference.com/austin](http://www.innotechconference.com/austin).

**About Crossroads Systems, Inc.**

Headquartered in Austin, Texas, Crossroads Systems is a global leading provider of solutions to connect, protect, secure and restore data-at-rest. Crossroads (symbol: CRDS) trades over-the-counter on Pink Sheets and posts its financial disclosure reports, press releases and other related documentation on the OTCIQ Web service of the Pink Sheets Web site. Visit [www.crossroads.com](http://www.crossroads.com).

**Forward-Looking Statements**

*This release may include forward-looking statements. The words "believe," "expect," "intend," "plan," "project," "will" and similar phrases as they relate to Crossroads are intended to identify such forward-looking statements. These statements reflect the current views and assumptions of Crossroads and are subject to various risks and uncertainties that could cause actual results to differ materially from expectations.*

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