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**For Immediate Release  
Photo Attached**

**SANITY SOLUTIONS OPENS PHOENIX OFFICE**

*Matthew Martin hired to manage division office*



(DENVER, Colo.) –January 16, 2008– Sanity Solutions, a provider of comprehensive storage equipment and services based in Denver, Colo., recently opened an office in Phoenix, Ariz. Selected to head this office is Matthew Martin.

The Phoenix branch of Sanity Solutions will serve customers in the Southwest region of the U.S. and is positioned to provide more services to those clients.

"We pride ourselves in helping our customers make educated decisions about the data solutions they need and providing the appropriate services to help support those products" said Jason Cherveney, Chief Executive Officer of Sanity Solutions. "As our business continues to grow the division office, led by Matt, we will be able to better serve our growing customer base in Phoenix and the surrounding areas."

According to Martin, "I see a tremendous amount of opportunity in disaster recovery and business continuity initiatives". Martin continued, "I chose to head this office for Sanity because Jason and his existing team have done the research to ensure our select group of partners are best suited to serve our client needs."

Sanity Solutions partners with the industry's leading storage and data management companies to provide customers with the most technically advanced and best supported products as part of a comprehensive storage solution.

Prior to working with Sanity Solutions, Martin was a Regional Account Executive for a manufacturer that specialized in disaster recovery and business continuity solutions. He brings a wealth of experience and knowledge to this position.

***About Sanity Solutions, Inc.***

Founded in 2004, Sanity Solutions is a storage solutions provider that creates distinctive value for every customer. Complete solutions that eliminate data loss, increase data availability, and lower overall costs are determined based on customer needs. As a market leader, Sanity partners with the industry's foremost storage and data management companies to offer customers the most advanced products as part of a comprehensive storage solution.

For more information, visit [www.sanitysolutions.com](http://www.sanitysolutions.com)

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