

Violin Memory Named "Cool Vendor" by Leading Analyst Firm

"Flash Forward" Company Selected for Industry Innovation and Impact



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MOUNTAIN VIEW, CA--(Marketwire - 04/19/11) - [Violin Memory, Inc.](#), provider of the world's fastest and most scalable Memory Arrays, today announced that the company has been selected by Gartner as a 2011 "Cool Vendor" in the "Cool Vendors in Storage Technologies" report published on April 13, 2011. The report is authored by Dave Russell, Sheila Childs, Pushan Rinnen, Adam W. Couture, Stanley Zaffos, Joseph Unsworth and John Monroe. "Cool vendors" are chosen based on innovative technology that enable users to do things they couldn't do before, the actual business impact of their products, and interest from Gartner over the past six months.

"The Gartner Cool Vendor evaluation is another huge win for us," said Don Basile, CEO of Violin Memory. "We are in the growth stage of a multi-billion dollar market opportunity and we believe this is confirmation that we're on the right track and in a strong position to transform the data center with our Flash Memory Array technology."

Backed by strategic investors like Toshiba, Juniper Networks, and well-known storage vendors, Violin Memory has raised \$110 million to date. The company's Memory Arrays are changing the data center for companies like AOL, Brand.net, Tagged.com, Oracle, Juniper, and HP through its patent-pending flash vRAID technology. Violin's products provide ten times the performance of hard disk drives (HDD) with one-tenth the footprint in space and power, allowing companies to increase performance while downsizing the datacenter.

In addition to the Gartner "Cool Vendor" honor, Violin recently won [two SPIFFY awards](#) and was named one of [Silicon Valley's hottest companies by Lead411](#). Furthermore, the company was recognized as one of Storage Newsletter's "15 Most Promising Startups," a "Top 10 Data Storage Startup" by Enterprise Storage Forum and a finalist for SearchStorage.com's [Product of the Year](#).

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About Violin Memory, Inc.

Violin Memory is pioneering the future of Flash memory in the enterprise data center with Memory Arrays that accelerate business critical applications and enable enterprises to virtualize and optimize their IT infrastructures. Specifically designed for sustained performance with high reliability, Violin's Memory Arrays scale to hundreds of terabytes and millions of IOPS with low, spike-free latency. Founded in 2005, Violin Memory is headquartered in Mountain View, California. For more information about Violin Memory products, visit www.vmem.com.

Cool Vendor Disclaimer

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

Regards,

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