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Digitiliti Engages Twin Cities-based Marketing Firm to Support the Release of New Archive Platform Product.

Marketing firm KC Associates is recognized for its long history of stellar results in market development for information technology.

ST. PAUL, Minn., Dec. 16, 2010—[Digitiliti, Inc.](#) (OTC: DIGI), a pioneer and technology leader in [information archiving software](#), announced that it has engaged specialty [marketing and public relations firm](#), KC Associates (KCA), to help develop and execute a go-to-market plan for the company's recently released [universal archiving platform](#), DigiLIBE.

"My objective when I joined the company two months ago was to quickly understand how we can take it to the next level by leveraging its new game-changing software platform," said Ehssan Taghizadeh, Digitiliti's president and CEO. "Marketing and sales are where the rubber meets the road now that the product's ready. Our sales team is focused and optimized to execute, and we needed to expand our marketing team quickly without adding overhead. I've worked with KC Associates before, and they're the only marketing and PR group I've found that's focused on what counts—revenues."

KCA will work with Digitiliti's marketing and sales teams to develop market visibility and [lead-generation programs](#) to be rolled out during Q1 of 2011. In order to control overhead costs, the company has also contracted with KCA to provide outsourced marketing personnel to augment its internal staff during the 2011 revenue ramp-up period.

Digitiliti's publicly announced customers include Twin Cities-based Moss & Barnett, and Macalester College.

About Digitiliti, Inc.

Digitiliti develops and sells innovative archiving management software that addresses the cost, complexity, and compliance issues associated with controlling and utilizing unstructured data. The company's products and services are easy to use and implement, cost-effective, and deliver the right information needed for its clients to make more informed, fiscally responsible business decisions. Digitiliti services include DigiBAK™, a complete [offsite data-protection/disaster-recovery](#) solution, and DigiLIBE, a unique universal archiving platform that allows customers to extract and use the valuable business knowledge hidden in their unstructured content. Digitiliti markets and sells its software solely through its worldwide network of channel partners. For more information, visit: www.digitiliti.com.

About KC Associates

Since 1988, KC Associates (KCA) has provided marketing and PR consulting and communications services exclusively for b2b IT companies, including applications and systems software, IT services, storage, networking, communications and hardware devices. In 2010, the company expanded to begin serving the b2b Cleantech sector. Unlike traditional agencies, KCA is a virtual organization composed of seasoned technology-specific marketing and PR professionals, each with 10 or more years' experience in the IT industry. KCA's services span the entire market-development spectrum—from go-to-market planning and product marketing consulting to reasonably priced marketing communications, PR, and lead generation.

IT clients have included service organizations such as Apex IT, Analysts International, Magenic Technologies, and industry research firm IDC (Framingham, Mass.); software firms, including Wolters Kluwer (Bankers Systems), SoftBrands (Fourth Shift), Lawson, and ShowCase; and hardware companies such as CNT, Ciprico, NetEx, and Lucent Technologies (Hyannis, Mass.). KCA's first Cleantech client, WindLogics, is a renewable-energy consulting firm. For more information about KC Associates, visit www.kc-associates.com.