



NEWS RELEASE
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AGENCY CONTACT:

KC Associates, LLC

763.449.0444

Kirsten@kc-associates.com

**Digitiliti Solution Cuts Storage and Archiving Needs
81 Percent for Asset Marketing Services**

Universal Archive Platform Provides Strong Results Days after Implementation

ST. PAUL, Minn., March 8, 2011 – Digitiliti, Inc. (OTC: DIGI), a technology pioneer in [information archiving software](#) for unstructured data, today announced that [Asset Marketing Services, Inc. \(AMSI\)](#) a leading national marketer of coins, jewelry and watches, recently implemented Digitiliti's [Universal Archive Platform](#) for organizing, storing and [accessing unstructured data](#) from throughout the company.

Four days after the installation, Digitiliti had already reduced AMSI's file storage and data archiving requirements by 81 percent with no extra work, according to AMSI's Dave Crotinger.

"I was amazed that it only took us a couple of hours of setup to start ingesting files and emails," said Crotinger. "Digitiliti allows us to see trends we couldn't see before in one easy to use platform. We have complex needs due to our product and employee mix. Yet Digitiliti was able to customize reports and queries that really fit our complicated needs. That's an incredible ROI for us."

Because of Digitiliti's Universal Archive Platform's ease-of-use and cost savings, AMSI is migrating other critical data into the platform, giving Digitiliti the ability to "see" all of the company's files as if they were in a database. AMSI is implementing the product's full capabilities to protect, control and monitor user-created content to improve customer satisfaction, data security and [business continuity](#).

Commenting on the early results of the Digitiliti implementation, the company's President and CEO [Ehssan Taghizadeh](#) said, "We developed this unique universal archive platform to give customers a solution to what they've really been struggling with — how to store their unruly unstructured data in one repository and be able to access any of it from a single interface without having to know where it's stored."

The installation captures all sources of unstructured and structured data, from desktops, servers and AMSI's MS Exchange server. There are currently 400 employees processing data into Digitiliti's Universal Archive Platform. They are using it for [data management and protection](#) as well as for projecting storage usage for capacity planning and eDiscovery. In addition, AMSI ingested and protected over 15 million voice recordings to facilitate customer satisfaction analysis. By protecting their structured data sets, AMSI extended their quick restore capabilities to those data sets. Moreover, with the full implementation of Digitiliti, they will save around \$70,000 in costs by reducing tape storage, consolidating servers and reducing the number of point solutions.

Digitiliti is the world's first and only universal archiving platform, a single architecture for organizing, storing and accessing diverse and massive amounts of data residing in content located throughout an organization. The platform is comprised of [data storage](#), active archiving, data life cycle management and policy-based control of data.

About Asset Marketing Services, Inc.

Asset Marketing Services, Inc. is a leading multichannel direct marketer of high-value coins and proprietary branded jewelry, watches and other products with two core divisions:

Coin Division: Through First Federal Coin and GovMint, AMSI sources and markets silver, gold and platinum coins, including higher-volume programs such as new releases from government monetary authorities, distributors, and wholesale dealers worldwide—such as the 2008 Beijing Olympic Games Coin Program—as well as rare and historical coins.

Stauer: This division designs, sources, brands and markets silver, gold, and gemstone jewelry, watches and other "luxury for less" products.

Located in Minneapolis, Minn., AMSI employs over 220 sales associates and ships over 28,000 orders per month (40,000 during the holiday season) from its on-site fulfillment center.

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 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.

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