



Enhanced Overland Storage FastTrack Channel Partner Program Drives Branded Sales Growth

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Registered User Base Grows Ten-Fold in Five Months; Deal Registrations More Than Triple

SAN DIEGO, CA, May 24, 2011 (MARKETWIRE via COMTEX) --

Overland Storage (NASDAQ: OVRL), the trusted global provider of effortless data management and data protection solutions across the data lifecycle, today announced that its FastTrack Partner Program -- established in March 2010 -- played a key role in doubling the company's branded product sales growth over the past year. Moreover, enhancements to the sales enablement program for worldwide channel partners resulted in ten-fold growth of the registered user base and more than tripled deal registrations. The resources and support partners receive through the FastTrack Partner Program greatly increase sales close rates, benefitting both channel partners and Overland Storage.

"With the evolution of Overland's FastTrack Partner Program, we have been able to take advantage of new lead generation programs, training and sales tools, resulting in a positive effect on our ability to close opportunities with our customers. In addition, having the security of Overland's deal registration program makes us more confident that the return on our effort is protected," said Martin Suzman, vice president of operations at BackupWorks.com.

The FastTrack Partner Program maximizes revenue opportunities and profitability for worldwide channel partners by giving them exclusive access to dedicated Overland sales and marketing programs, personalized offline and online resources, an integrated deal registration program that provides up to 35 percent margin protection for registered sales opportunities, pipeline management and training.

Enhancements to the FastTrack Partner Program in 2011 include:

- Tripling of protected margins on SnapServer rackmount products from 10% to 30%
- Comprehensive profit-maximizing deal registration with automated approvals and tracking
- Improved integrated Overland Partner Portal built on salesforce.com architecture
- Exclusive partner access to new customized resources, content, contests and promotions
- Exclusive access to Overland "PartnerCasts," a series of educational webinars developed for partners
- Lead generation opportunities and marketing program support
- Dedicated field sales, field engineering and inside sales resources

"The ongoing success of the FastTrack Partner Program has exceeded our expectations," said Jillian Mansolf, vice president, global sales and marketing, Overland Storage. "We're continually looking for ways to enhance our programs and listening to our partners and understanding their needs has enabled us to deliver on our commitment to provide the resources and support necessary to help our partners succeed and grow their businesses."

About Overland Storage Overland Storage is the trusted global provider of effortless data management and data protection solutions across the data lifecycle. By providing an integrated range of technologies and services for primary, nearline, offline, archival, and cloud data storage, Overland makes it easy and cost effective to manage different tiers of information over time. Whether distributed data is across the hall or across the globe, Overland enables companies to focus on building their business instead of worrying about data growth. Overland SnapServer(R), SnapSAN(R), NEO(R) and REO(R) solutions are available through a select network of value added resellers and system integrators. For more information, visit www.overlandstorage.com.

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