



Sphere 3D Launches "Let's Get Smart on Technology" Targeting Small and Medium Sized Businesses

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New Partnership Between Sphere 3D and the U.S. Black Chambers, Inc. Will Offer Application Mobility, Data Management and Data Protection Solutions to Their 245,000 Business Members

SAN JOSE, CA -- (Marketwired) -- 08/20/15 -- [Sphere 3D Corp](#) (NASDAQ: ANY) a leader in virtualization technology and data management solutions, announces "Let's Get Smart on Technology," a new program designed to help small and medium-sized businesses (SMBs) secure and access their company's data anywhere, any place, anytime whether in the office or in the cloud. The initial launch of the program is specifically tailored to the [U.S. Black Chambers, Inc.](#) (USBC) and its 115 Chambers in 28 states with 245,000 business members.

In partnership with the USBC, Sphere 3D will offer an integrated set of technologies and support, which will include executive level interactions with the organization's local Chamber presidents for delivery of a variety of solutions and services.

"The U.S. Black Chambers understands the importance of secure application mobility and data protection to the SMB; however it has been a service out of reach for many of our members," said Ron Busby, Sr., president and CEO, U.S. Black Chambers. "This partnership with Sphere 3D is not only a commitment to our members, it is a commitment to the success of small businesses."

By 2020, 78 percent of small businesses will be fully adapted to the cloud, up from 37 percent in 2014, according to Small Business Success in the Cloud, a recent research report jointly produced from Intuit (INTU) and Emergent Research. *Let's Get Smart On Technology* is one tenet of Sphere 3D's go to market strategy specifically aimed at reaching and protecting the SMB market by offering enterprise grade solutions that meet the needs of smaller organizations.

"To remain competitive today, organizations must have the capability to provide their employees secure access to critical information anywhere, anytime," said Eric Kelly, Chairman and CEO, Sphere 3D Corp. "We are proud to partner with the U.S. Black Chambers in supporting this exciting new initiative to provide technology to the USBC members."

Today's SMBs have smaller budgets than their large corporation counterparts but still require enterprise IT solutions that can help them efficiently manage their day-to-day operations. Like larger enterprises, SMBs need insight into their customers and the business intelligence to successfully adapt to fluid business environments. Unfortunately, getting the right infrastructure to meet these needs can be difficult. Traditional solutions quite often require multi-vendor disciplines as well as IT staff and budgets that most SMBs find cost prohibitive.

Through specialty product bundles and vertically tailored professional services, SMB's can install all-in-one solutions that are designed to provide immediate availability of advanced IT capabilities. This approach allows businesses to benefit from increased mobility and access to their data so that they can be more productive, while maintaining enterprise grade data management and security at an affordable price.

Whether in Healthcare, Retail, Education, Finance or a multitude of other business verticals, a simplified and functional IT solution can help your business effectively improve the bottom line. Sphere 3D's offerings provide the greatest level of flexibility for SMB's looking to modernize their IT infrastructure through hybrid cloud solutions that allow applications and data to reside either in the cloud, on premise or both. To learn more please visit www.sphere3d.com

About Sphere 3D

Sphere 3D Corp. (NASDAQ: ANY) delivers virtualization technology and data management solutions that enable workload-optimized solutions. We achieve this through a combination of virtual applications, virtual desktops, virtual storage and physical hyper-converged platforms. Sphere 3D's value proposition is simple and direct -- we allow organizations to deploy a combination of public, private or hybrid cloud strategies, while backing them up with state of the art storage solutions at an affordable price. Sphere 3D, along with its wholly-owned subsidiaries [Overland Storage](#) and [Tandberg Data](#), has a strong portfolio of brands including Glassware 2.0™, SnapCLOUD™, SnapScale®, SnapServer®, V3, RDX®, and NEO®. For more information, visit: www.sphere3d.com

About the U.S. Black Chambers, Inc.

An association of more than 100 self-sustaining Black Chambers and small business associations nationwide, the U.S. Black Chambers provides committed, visionary leadership and advocacy in the realization of economic empowerment. Through the creation of resources and initiatives, we support the Black Chambers of Commerce and business organizations in their work of developing and growing Black enterprises. The USBC serves close to 250,000 small businesses, and its infrastructure allows for mobilization of messaging and support in all 50 states. The USBC is headquartered in Washington, DC and has five regional directors, and 115 Black Chamber Associations. More information can be found at www.usblackchambers.org

Safe Harbor Statement

This press release contains forward-looking statements relating to strategic goals, plans and other matters that involve risks, uncertainties, and assumptions that are difficult to predict. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of risks and uncertainties including, without limitation, our ability to retain customers of and market share for the purchased assets, our ability to integrate the purchased assets with our existing RDX business, continued market adoption of RDX technologies, unforeseen changes in the course of Sphere 3D's business or the business of its wholly-owned subsidiaries, including, without limitation, Overland Storage and Tandberg Data; any increase in Sphere 3D's cash needs or our inability to obtain additional debt or equity financing; market adoption and performance of our products; possible actions by customers, suppliers, competitors or regulatory authorities; and other risks detailed from time to time in Sphere

3D's periodic reports contained in our Annual Information Form and other filings with Canadian securities regulators (www.sedar.com) and in prior periodic reports filed with the United States Securities and Exchange Commission (www.sec.gov), and risks detailed in the Form 40-F filed by us with the SEC for the year ended December 31, 2014. Sphere 3D undertakes no obligation to update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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