



Sphere 3D's Glassware 2.0™ and SnapCLOUD™ Adoption Continues to Grow in Microsoft Azure Cloud Marketplace

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Deployments of both products doubled in Q1 2016, following launch of the Sphere 3D and Microsoft Azure joint marketing campaign

SAN JOSE, Calif., March 14, 2016 (GLOBE NEWSWIRE) -- [Sphere 3D Corp.](#) (NASDAQ:ANY), a containerization, virtualization and data management solutions provider and parent company of Overland Storage and Tandberg Data, today announced the continued successes in customer adoption of its two Cloud offerings in the Microsoft Azure Marketplace: [G-Series Cloud](#), powered by [Glassware 2.0™](#) technology - its Cloud-based Windows application containerization solution; and [SnapCLOUD™](#) - its Cloud-based data storage product. Sphere 3D has more than doubled the number of provisioned G-Series Cloud and SnapCLOUD virtual machines (VMs) to over 300, since announcing its joint marketing program with Microsoft on January 11, 2016 (see <http://bit.ly/1LVTyFo>).

The joint Sphere 3D / Azure campaign is being targeted to a subset of Sphere 3D's dedicated customers that use its brand-leading, on-premise SnapServer® storage solutions in North America. Recipients of the campaign have shared that they appreciate the comprehensiveness of both the Sphere 3D and Microsoft Azure services and how they seamlessly work together. The campaign's survey results, taken after each deployment, also show high marks of customer satisfaction for the products' hybrid-cloud as well as service and support capabilities.

"Our corporate strategy of vertical integration and market-driven service offerings continue to crystallize the positive results we see from our customers within our product portfolios. Glassware 2.0 and SnapCLOUD, coupled with the security and dependability of Microsoft Azure, have given our customers tremendous agility within their workflows. These early stage campaign outcomes reinforce our value proposition, which enable us to deliver comprehensive hybrid-cloud solutions to our customers," said Eric Kelly, CEO of Sphere 3D. He continued by stating, "This positive customer momentum will help accelerate our plan to expand these cross-promotional tactics and methodologies to the sizable installed bases for our [RDX®](#) purpose-built, back-up appliance and [NEO®](#) tape library customers, which amount to hundreds of thousands of deployments worldwide."

Wesley Tate, IT Director for an international import-export company, stated, "Prior to learning about SnapCLOUD, I had been hesitant to adopt Cloud storage for our day-to-day business environment due to our concerns of a security breach and potential loss of control of the data. However, once we became familiar with Microsoft Azure's stringent security levels, our team could feel comfortable controlling what data goes into the Cloud, how long it stays there and who gets access privileges. When our employees travel abroad, this makes life easy because they can use their Chromebooks to access the Cloud, and my IT team knows the data they access is secure in SnapCLOUD. Augmenting our existing on-premise SnapServers with SnapCLOUD is already proving to be an excellent decision for our business."

For more information on the Sphere 3D G-Series Cloud, powered by Glassware 2.0™ and SnapCLOUD products see:

- G-Series Cloud: <http://sphere3d.com/glassware-gseries/>
- SnapCLOUD: <http://sphere3d.com/snapcloud/>

To trial or purchase G-Series Cloud or SnapCLOUD in the Microsoft Azure Marketplace, go to:

- <https://azure.microsoft.com/en-us/marketplace/partners/sphere3d/glassware/>
- <https://azure.microsoft.com/en-us/marketplace/partners/sphere3d/snapcloud-standard/>

About Sphere 3D

Sphere 3D Corp. (NASDAQ:ANY) delivers containerization and virtualization technologies along with data management products that enable workload-optimized solutions. We achieve this through a combination of containerized 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. 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.

Safe Harbor Statement

This press release may contain forward-looking statements 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, unforeseen changes in the course of our business or the business of our subsidiaries, including Overland Storage and Tandberg Data; the level of success of our collaborations and business partnerships; the adoption of our products by existing and potential customers; the functionality and performance of our products and technology; possible actions by customers, partners, 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). 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, except as required by law.

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