



Overland Strengthens Sales and Marketing Team to Support New Strategic Market Initiatives

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SAN DIEGO--(BUSINESS WIRE)--Jan. 17, 2000--Overland Data Inc. (Nasdaq:OVRL), a technology leader in data storage and backup products, today announced that it has strengthened its executive sales and marketing teams to support the company's strategic growth initiatives.

Overland recently broadened its focus on the data storage market to cover the full range of environments -- from entry-level through the enterprise server segments.

Added to the Overland team are Jim Jenkins, director of product marketing; Lee Payne, senior product marketing manager; and Carol Williams, senior product marketing manager. Also appointed was Mark Allen, Western Region sales manager.

"These new staff members bring additional depth and expertise to Overland's newest strategic developments," said Scott McClendon, president and chief executive officer at Overland. "We are significantly expanding the range of our products, service and expertise to fulfill our commitment as a premier data solutions supplier from entry-level to enterprise environments."

The additions to Overland's product marketing and sales staff are the latest moves in the company's product-line expansion beyond its traditional leadership position in the DLT(a) automation market.

Today, the company is repositioning as a broad-scale supplier of integrated storage solutions, encompassing the full spectrum of customer capacity, performance and platform requirements. These solutions will include forthcoming technologies such as SDLT from Quantum, LTO from IBM (NYSE:IBM), Seagate (NYSE:SEG) and HP (NYSE:HWP), DLT1 from Benchmark, Travan with VR2 and other emerging technologies.

Recent strategic moves by Overland include the acquisition of all operating assets from Tecmar Technologies International Inc.; the first implementation of Overland's VR2 technology in the Tandberg Data SLR(a)100 and cross-licensing for Overland to manufacture SLR drives; Overland's SAN-Ready Initiative, announced earlier this year; a licensing agreement with Seagate for VR2; and the introduction at the recent Comdex show of the world's first scalable AIT-2 library, Overland's LibraryPro(TM).

Overland also has marketing initiatives with OEM partners, including Compaq (NYSE:CPQ), IBM and Siemens. Additionally, the company is committed to accelerating the development and market acceptance of Storage Area Networking (SAN) technology through its internal SAN-Ready initiative to ensure product interoperability, as well as through its software partners' certification programs to ensure that Overland storage automation solutions are supported on a wide range of SAN-compliant hardware and software.

The company is part of Legato's (Nasdaq:LGTO) SAN-Ready program and is also working with Veritas (Nasdaq:VRTS) on its Intelligent Network Attached Storage Device certification program and has been certified as part of Computer Associates' Storage Area Network Integrated Technology Initiative (SANITI).

McClendon said, "With the addition of these four experienced executives, we are confident that Overland will make a significant impact with our new technologies, markets and initiatives."

Western Region Sales Manager Mark Allen has 20 years of experience in senior sales and management for storage companies, most recently at Quantum Corp., where he was a senior account executive. Allen will oversee Overland's strategic channel partners in the western United States, including nStor Technologies, Integrated Archive Systems, Western Scientific and Zzyzx.

Director of Product Marketing Jim Jenkins, a 20-year veteran of the IT industry, was president and founder of Concorde Technologies, a tape-library solutions provider and systems integrator, and president and co-founder of Symmetrix Software, a custom data-management software company.

In his new role at Overland, Jenkins will be responsible for developing the company's automation solutions with new tape technologies.

Jenkins will be assisted by Senior Product Marketing Manager Carol Williams, an experienced marketer with a background in product management for Fujitsu-ICL, Horizon Technology, Computer Intelligence and Hardy Instruments.

Williams will handle Overland's existing DLT(a) technologies and follow-up products.

Senior Product Marketing Manager Lee Payne has an extensive background in storage solutions, including disk and magneto-optical as well as tape, for companies such as Clariion (EMC) and Cipher Data.

Payne will be responsible for managing Overland's SAN storage solutions initiative, including relationships with third-party independent software vendors, Fibre Channel vendors and the company's programs to extend its automation solutions into new market opportunities, such as Overland's SAN-Ready initiative and its ventures in the Network Attached Storage (NAS) market.

Additionally, Payne will manage the Web-TLC(TM) remote library operation product.

About Overland

Overland Data is a global supplier of innovative data storage and storage automation solutions for computer networks. The company's award-winning DLT LibraryXpress(TM) SmartScale Storage(R) architecture has set new standards for intelligent automated storage and scalability and established

Overland as a leader in the midrange tape storage market, including the entry-level small-business market, as well as the higher-end enterprise environment.

Overland's patented Variable Rate Randomizer (VR2) data encoding technology, capable of substantially increasing the capacity and throughput of linear tape formats, is being applied by the company to Travan tape drives, and has been licensed to Seagate Technology, Tandberg Data and Imation Corp. for inclusion in their next-generation tape drives.

Overland products, acclaimed for their quality and reliability, are sold worldwide through leading OEMs, including Compaq, IBM, Fujitsu Siemens Computers and Groupe Bull, and commercial distributors such as Ingram Micro, Tech Data Corp. and Bell Microproducts, as well as storage integrators and value-added resellers.

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Except for the factual statements made herein, the information contained in this news release consists of forward-looking statements that involve risks, uncertainties and assumptions that are difficult to predict. Words and expressions reflecting optimism and satisfaction with current prospects, as well as words such as "believe," "intends," "expects," "plans," "anticipates" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Such forward-looking statements are not guarantees of performance, and the company's actual results could differ materially from those contained in such statements. Factors that could cause or contribute to such differences include unexpected shortages of critical components, rescheduling or cancellation of customer orders, loss of a major customer, the timing and market acceptance of new-product introductions by the company and its competitors, general competition and price pressures in the marketplace, the company's ability to control costs and expenses as well as its ability to complete the acquisition of the Tecmar assets and successfully deploy those assets in the execution of its entry-level market initiative. Reference is also made to other factors set forth in the company's filings with the Securities and Exchange Commission, including the "Risk Factors," "Management's Discussion and Analysis" and other sections of the company's Form 10-K for the most recently completed fiscal year. These forward-looking statements speak only as of the date of this release, and the company undertakes no obligation to publicly update any forward-looking statements to reflect new information, events or circumstances after the date of this release.

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