



Overland Named High-Tech Winner by American Electronics Association

October 30, 2000

SAN DIEGO--(BUSINESS WIRE)--Oct. 30, 2000--Overland Data, Inc. (Nasdaq:OVRL), a technology leader in tape backup products, announced today it has been selected a recipient of the American Electronics Association's High-Tech Award, an honor recognizing San Diego-area tech firms that have demonstrated strong financial growth, product innovation and civic leadership.

The American Electronics Association (AeA) is the nation's largest high-tech trade organization. The San Diego Council of the AeA selected finalists from 51 nominees, with one winner selected in each of seven categories. Overland was named the winner in the computer category over the other finalists, Think Outside Inc. and Technology Integration Group Inc.

"These awards reflect an incredibly diverse range of technology industries from telecommunications to software," said Steve Richardson, vice president of marketing at Overland. "The San Diego area is a region experiencing rapid growth in the technology landscape. The AeA had a difficult task to select just one company in a field as broad as computing, and so we are honored to receive this award."

Representatives of high-profile organizations such as Deloitte & Touche, First Security Van Kasper, Enterprise Partners, City National Bank and the San Diego Business Journal, among others, sponsored this year's event.

About Overland

Overland Data, Inc. (Nasdaq:OVRL) 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 the standard for intelligent automated storage and scalability and established Overland as a leader in the mid-range tape storage market.

Today, Overland is broadening its product line and technology offerings to address additional segments of the storage market, including the entry-level small-business market, as well as the higher-end enterprise environment.

Overland's patented Variable Rate Randomizer (VR2(TM)) data encoding technology, capable of substantially increasing the capacity and throughput of linear tape formats, is being applied by the company to its entry-level tape drive offerings. It has also been licensed to Imation Corp., Seagate Technology, StorageTek and Tandberg Data.

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

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