

PRESS INFORMATION

Caroline Easton
Hammer
+44 (0) 1256 841000
email: carolinee@hammerplc.com

14 July 2006

Sarah Brambley/Juliette Doel
The Whiteoaks Consultancy
+44 (0) 1252 727313
email: julietted@whiteoaks.co.uk

Hammer's Distribution Agreement with AMCC Targets SATA Growth

Basingstoke, 20 July 2006: Looking to take full advantage of identified development opportunities in the Serial ATA (SATA) market, leading specialist distributor Hammer has signed an agreement with AMCC's Storage Division to distribute its 3ware range of award-winning SATA II RAID controllers in the UK and Europe.

SATA RAID allows system integrators to build reliable, high-capacity storage at low cost and offers outstanding performance in applications that perform sequential reads and writes.

"With the lower cost of disk, the SATA market is set to continue its dramatic growth," confirms Paul Matravers, sales director, storage products. "This new agreement with AMCC is especially timely therefore, as its high-performance, high-capacity RAID cards are ideally suited to our target markets."

For his part, Ron MacLeod, sales director EMEA, Storage Business Unit AMCC says: "Hammer is recognised as an outstanding supplier of best-in-class storage solutions, making them a superb distribution partner for AMCC and its 3ware family of SATA RAID controllers that lead the industry in performance and port count.

"Hammer complements our existing network, offering exciting opportunities for us to accelerate our growth across the UK through its excellent service, comprehensive technical support and extensive customer base of high-value storage integrators".

"With data storage requirements continuing to expand, increased disk capacities and improved RAID affordability, every company should today be utilising RAID protection," believes Matravers. "Our extended portfolio means we are now even better-placed to provide channel partners with a complete RAID solution to meet the needs of every business."

- ends -

More.../

STOP PRESS:

- Hammer has won the prestigious '*Distributor of the Year*' Award at the 2006 Storage Awards
- AMCC Storage has won the '*Connectivity Product of the Year*' Award at the 2006 Storage Awards

Notes to Editors:

Hammer is a dedicated data storage solutions provider - one of the longest-standing specialist storage distributors, the company remains today one of the few to focus solely on the data storage market. Its success is based on this continuing single-minded approach, combined with unrivalled technical knowledge and customer service quality in providing data storage solutions to businesses of all sizes. Recognised for its commitment to innovation, Hammer works closely with selected world-class vendors and market-leading resellers and integrators. It develops storage solutions for all markets, but has developed specific expertise in a number of key sectors, including the public sector (in particular, healthcare and education), professional services, broadcast, audio/video, CCTV/security and manufacturing. Hammer continues to build its European presence and in July 2006 opened a new office in Sweden to serve the Nordic market. Founded in 1991 and a privately owned company, Basingstoke-based Hammer has a staff of 80+. For further information visit the website on www.hammerplc.com

AMCC provides the essential building blocks for the processing, moving and storing of data worldwide, and is the leading vendor of high-port count Serial ATA RAID controllers enabling low-cost, high-performance, high-capacity storage. AMCC blends systems and software expertise to deliver high-performance, high capacity SATA storage solutions for emerging storage applications such as disk-to-disk backup, near-line storage, network-attached storage (NAS), video, and high-performance computing. AMCC solutions are used by enterprises, ISPs, small and medium businesses, and consumers worldwide. The company is headquartered in Sunnyvale, California with sales and engineering offices located throughout the world. For further information regarding AMCC, please visit the web site at <http://www.amcc.com>.

More from:

Caroline Easton
Hammer
+44 (0) 1256 841000
email: carolinee@hammerplc.com

14 July 2006

Sarah Brambley/Juliette Doel
The Whiteoaks Consultancy
+44 (0) 1252 727313
email: julietted@whiteoaks.co.uk

180prel