



Serving Information

FOR IMMEDIATE RELEASE

3PAR US Contact
John D'Avolio
Triggerfish Consulting for 3PAR
415-642-4049
johnd@triggerfish.org

3PAR UK Contact
Federica Monsone
A₃ Communications for 3PAR
+44 (0) 1252 875 203
fred.monsone@a3communications.co.uk

**3PAR CUSTOMER TICKETS.COM RECOGNIZED BY CIO MAGAZINE
AS A CIO 100 AWARD HONOREE**

Event Ticketing Services Company Recognized for its Cloud Computing Platform

Fremont, CA, June 1, 2009--[3PAR](#)[®] (NYSE: PAR), the leading global provider of [utility storage](#), announced today that [Tickets.com](#) and the company's Chief Information Officer, Brett Michalak, have been honored by IDG's *CIO* magazine as a recipient of the 2009 CIO 100. The 22nd annual award program from *CIO* magazine recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology.

"This year's CIO 100 awards draw well-deserved attention to companies that are both innovating and creating business value with IT, despite the economic downturn," said Maryfran Johnson, Editor in Chief of *CIO* magazine & Events. "These winners are an inspiration to businesses everywhere."

"With the launch of our SaaS-based ProVenue[®] ticketing system, we have leveraged a highly virtualized utility storage infrastructure and a cloud computing deployment model to generate new revenue streams and expand our customer base," said Michalak. "We are not only excited to be recognized for the technology decisions we made in launching this innovative new platform, but also for the way our new IT infrastructure is using datacenter virtualization to evolve our business model."

Tickets.com is a leading provider of fully integrated online event ticketing services for thousands of top arts, entertainment, and sports organizations worldwide. As CIO of Tickets.com, Michalak is responsible for all aspects of the company's global product strategy and lifecycle. He oversees the global technology organization and plays an essential role in analyzing and evolving Tickets.com's business processes to enable the company's growth and optimize its existing technology infrastructure.

Powered by agile, efficient 3PAR InServ[®] Storage Servers and Oracle[®] Database, ProVenue is the newest and most advanced ticketing system from Tickets.com, putting clients in control of their ticketing transactions—including box office, phone, and Internet sales and marketing. With unsurpassed flexibility, an open architecture, robust data management tools, and superior transaction speed, ProVenue delivers industry-leading technology to ticketing clients.

With advanced 3PAR software offerings such as 3PAR Virtual Copy and 3PAR System Reporter, Tickets.com has reduced storage costs by maintaining a virtualized environment that

uses fewer disks, less power, less administration time, and which has saved the company over a half a million dollars in up-front costs.

The decision to build the ProVenue platform on a 3PAR Utility Storage infrastructure has also given Tickets.com the flexibility to add new customers and services rapidly, thereby decreasing the time to deployment window by 88%. The reliability and flexibility of the 3PAR Utility Storage platform are supplemented by 3PAR's robust monitoring tools, which enable Tickets.com to automatically screen the health of their systems to ensure the best end-user experience for clients and their customers.

"We take pride in the fact that, as a result of deploying the innovative ProVenue ticketing platform on 3PAR Utility Storage, Tickets.com has gone from coping with an inflexible storage infrastructure to being recognized for exemplifying the highest level of operational and strategic excellence," said David Scott, President and CEO for 3PAR. "Their previous storage infrastructure simply wasn't optimized for use with cloud computing deployments, but with 3PAR Utility Storage, Tickets.com has been able to do more with less—more automation, advanced capabilities, capacity headroom, and visibility—for dramatically lower cost and administrative effort."

The 2009 CIO 100 awards will be presented at the Broadmoor in Colorado Springs, Colorado, on August 25th at the conclusion of the eleventh annual CIO 100 Symposium[®] and Awards Ceremony.

About the CIO 100

The recipients of this year's CIO 100 award were selected through a three-step process. First, companies filled out an online application form detailing their innovative practices in both business and IT. Next, a team of judges reviewed the applications in depth, looking for unique practices and substantial results. Finally, *CIO* editors reviewed the judges' recommendations and voted on the final 100. Once the top 100 honorees were selected, several honorees were chosen to receive an additional special award.

Complete coverage of the 2009 CIO 100 awards will be on www.cio.com on June 1, 2009 and in the August 1st issue of *CIO* magazine.

About Tickets.com

Tickets.com is a leading provider of fully integrated event ticketing solutions and services for thousands of top arts, entertainment, and sports organizations worldwide. Delivering the latest in ticketing technology, Tickets.com offers the advanced ProVenue[®] ticketing platform, which serves the core of a comprehensive suite of integrated features, products, and services that help clients enhance ticket sales, marketing efforts, and overall customer experience. A privately held subsidiary of MLB Advanced Media, LP, since 2005, Tickets.com is headquartered in Costa Mesa, CA, and has regional offices across the U.S. and around the world. The company also sells tickets directly to consumers at www.tickets.com.

About 3PAR

[3PAR](http://www.3par.com)[®] (NYSE: PAR) is the leading global provider of utility storage, a category of [highly virtualized](#), tightly clustered, and dynamically tiered storage arrays built for utility computing. Organizations use utility computing to build cost-effective virtualized IT infrastructures for flexible workload consolidation. 3PAR Utility Storage gives customers an alternative to traditional arrays by delivering resilient infrastructure with increased agility at a lower total cost to meet their rapidly changing business needs. As a pioneer of thin provisioning--a green

technology developed to address storage underutilization and inefficiencies--3PAR offers products designed to minimize power consumption and promote environmental responsibility. With 3PAR, customers have reduced the costs of allocated storage capacity, administration, and SAN infrastructure while increasing adaptability and resiliency. 3PAR Utility Storage is built to meet the demands of open systems consolidation, integrated data lifecycle management, and performance-intensive applications. For more information, visit the 3PAR Website at: www.3PAR.com.

About CIO Magazine

CIO produces award-winning content and community resources for information technology executives thriving and prospering in this fast-paced era of business, as well as create opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes CIO.com, *CIO* magazine (launched in 1987), CIO Executive Programs and the CIO Executive Council. CIO properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including three Grand Neals from the Jesse H. Neal National Business Journalism Awards and two Magazine of the Year awards from the National Society of Business Publication Editors. CIO websites and magazines appear in more than 25 countries, including Australia, Canada, China, France and Germany. CIO, and sister brand CSO, are produced by CXO Media a subsidiary of International Data Group (IDG), the world's leading technology media, research and event company.

© 2009 3PAR Inc. All rights reserved. 3PAR, the 3PAR logo, Serving Information, InServ, InForm, InSpire, and Thin Built In are all trademarks or registered trademarks of 3PAR Inc. All other trademarks and registered trademarks are the property of their respective owners.

###