

BluePoint Data Storage, Inc.

BluePoint entered the rapidly growing service provider sector in early 2001 and provides managed storage, availability and disaster recovery services to business and enterprise customers. The company's DataSafe™ product line is available to customers across North America. Analyst projections for the market segments served exceed US \$5 billion by 2005.

Growing Demand For Storage

Demand for data storage has been increasing rapidly, from 100 Petabytes in 1998 to 1,400 Petabytes in 2002 – an 87% compound annual growth rate. This demand, fueled by new applications, is expected to continue to grow rapidly. As businesses struggle with rising costs, analysts predict the storage service sector to grow quickly to meet this demand, reaching over \$5 billion in the USA by 2005.

Once Stored, Data Needs Protection

With all of this data growth, the need for effective data protection has blossomed as well. Ideally, data is protected off-site. This has traditionally been accomplished by having magnetic tapes trucked off-site; but with the proliferation of the Internet, offsite data protection can now be accomplished electronically. BluePoint is a leader in this field, and has differentiating technology that it believes is the best available for offsite data protection.

A Differentiated Strategy

BluePoint Data Storage is nimble and able to sell its highly modular offerings to any sized business in North America. In fact, its customer set includes some very small businesses as well as some of the world's largest corporations. For organizations large and small, BluePoint's services make good sense. Central to this is the company's Business Continuance Network™ and its Osmosis™ data management technology.

Leading Technology Partners

Technology is provided through partnerships with leading brand name suppliers (Cisco and IBM), lending confidence to customers and the ability for BluePoint to provide world-class service.

DataSafe™ Service Offerings

- Data Protection
- Capacity on Demand
- Infrastructure Management
- Disaster Recovery Services

The DataSafe™ family of services provides a risk free way to migrate to an outsourced environment as storage needs grow. Customers can start with backing up critical data and take advantage of BluePoint's ability to manage all of their storage and availability requirements, including vendor management, staffing, planning and operations.

Compelling Value Proposition

Customers have the security of knowing that their data is 100% protected and that they will never run out of disk space, making the purchase of storage much like buying electricity – all while lowering their total cost of computing – a very compelling value proposition.

Strong Growth

For 2003, revenues were 217% of the previous year. In addition, the company projects positive cash flow in 2004. With the average contract size growing consistently and a customer retention rate that approaches 100%, the company expects this growth to continue and accelerate in 2004.

Safe Harbor Statement

This profile may contain forward-looking statements that involve risks and uncertainties. These statements may involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance or achievements of BluePoint Data Storage or industry results to be materially different from any future results, performance, or achievement expressed or implied by such forward-looking statements. Such factors include, among others, the following: general economic and business conditions, demographic changes, regulation, major technology changes, timing of product introductions, competition, and the ability of BluePoint Data Storage to attract and retain key employees.

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