

MiniFrame Appoints New Distributor in the UK

NETANYA, Israel – June 3rd, 2010 – [MiniFrame](#), supplier of innovative desktop virtualization software SoftXpand, has appointed London Web as the exclusive distributor for supplying its award-winning multi-user solution to the UK market.

This announcement came several days after MiniFrame was awarded the Frost & Sullivan 2010 European Desktop Virtualisation Product Innovation Green Excellence Award. The award is the latest in a series of Green IT Industry awards given to MiniFrame in recognition of the company and its product as leaders in Green IT initiatives across all market sectors.

"SoftXpand is a natural choice for any organization that is serious about its green commitments and is striving to make a significant impact on its carbon footprint and implement cost savings based on reduced power consumption. We have never before seen any technology like SoftXpand that benefits as many organizations with significant and tangible reductions in IT purchasing and running costs," said Jamie Easterman, Managing Director of London Web. "We have implemented SoftXpand with a variety of public and private sector clients, and the total savings in cost and ownership are compelling without sacrificing performance for end users. 80% energy savings are easily achievable."

MiniFrame's Marketing and Sales VP, Emmanuel Boutboul, commented: "The UK is one of the major markets for MiniFrame, and working with the right partner is essential. We are delighted at the new partnership with London Web and look forward to a successful business relationship in the coming years. We strongly believe that, together with London Web, we will significantly increase our activities in the UK."

MiniFrame's innovative SoftXpand Xpress software enables sharing of Windows-based machines. The software converts a single desktop PC into a system capable of supporting up to 8 users simultaneously - each logged on with their own desktop, monitor, keyboard, and mouse. Since SoftXpand is not based on thin client technology, it delivers high-performance video options to each user. Video support is provided by installing additional video cards into the PC or by connecting low-cost Plug and Play display adapters via USB.

Implementing MiniFrame's technology offers other benefits such as reducing e-waste generation and disposal costs by more than 80%. Heat output from PCs is reduced significantly – decreasing air-conditioning system consumption. IT departments can significantly cut costs in deploying software and hardware upgrades as well as reducing switch and cable requirements.

SoftXpand Xpress is already being used by over 100,000 organizations across the globe, and has immense potential to become a leading desktop virtualization solution on the market owing to its "green" credentials and cost effectiveness. The solution is ideal for applications in a variety of industries including education, call centres, manufacturing companies, small and medium - sized businesses (SMBs), financial institutions, government organizations, hotels, and Internet cafes.

SoftXpand is now available in the UK and Eire for immediate 30-day trial and purchase from <http://SoftXpand.londonweb.net>.

About London Web

London Web is a provider of global IT Internet solutions and services to all sectors. The company provides software, secure hosting, systems integration, and technical support services to organisations of all sizes directly and through resellers and partners including the NHS and government sectors. London Web is the exclusive distributor of software used by the NHS for connecting BlackBerry devices to the national NHS mail system.

About MiniFrame

MiniFrame's SoftXpand software drastically reduces the amount of hardware required, resulting in significant reductions in Total Cost of Ownership, and is recognized by industry experts as the ultimate green IT solution.

MiniFrame's vision is to play a leading role in desktop virtualization. The company intends to leverage SoftXpand software technology and to develop product suites that address various vertical markets, while providing smooth migration from any computing environment to a complete "Cloud Computing" solution.

MiniFrame has distribution partners spanning 4 continents, and is continuously seeking to expand its international distribution network, offering a unique window of opportunity to its partners. MiniFrame is currently seeking strategic investors and partners who share its values and commitment to efficient IT to help shorten our time to market.

For partnership inquiries visit www.miniframe.com or contact MiniFrame by email: sales@miniframe.com.

Media contact:

Michaela Komblis

MiniFrame Ltd.

Tel.: +972 9 8355200

Email: michaelak@miniframe.com