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VKernel Launches Global Channel Partner Program

Looks to expand market opportunities for certified channel partners with innovative systems management solutions for VMware virtual server environments

PORTSMOUTH, N.H., April 22, 2008 – VKernel Corporation, a provider of easy-to-use and quick-to-deploy virtual appliances for managing virtual server environments, today announced the launch of its Global Channel Partner Program for value-added resellers (VARs), systems integrators, and consulting firms. The program enables channel partners to significantly broaden their solution offerings and grow revenue opportunities with VKernel's innovative systems management solutions for VMware virtual server environments.

Additionally, VKernel hired Bill Brown as its director of channel sales to build and manage the new partner program. Mr. Brown joins VKernel from Acronis where he was the channel manager for the U.S. East Coast and Canada. With over 20 years of direct and channel sales experience, he has created successful programs for several companies, including Legato Systems, Inc. and Candle Corporation.

“The rapid growth of the server virtualization market is creating a new lucrative market for systems management solutions to real-world virtual data center issues. Traditional management tools in the physical environment simply cannot address issues in the virtual environment,” said Alex Bakman, founder and CEO of VKernel. “Our growing partner lineup is already reaping the benefits of our unique approach to systems management by offering a suite of virtual appliances that are designed to eliminate complexity, quickly solve problems, and immediately deliver value to their customers.”

The VKernel Global Partner Program is multi-tiered to properly support each channel partner. All certified VKernel partners have access to the VKernel Partner Portal which includes a solution acceleration kit jointly created with VMware that details how partners can build additional profitable services around VKernel solutions. VMware has rolled the acceleration kit out to more than 600 worldwide VMware Authorized Consultants (VACs). VKernel also provides comprehensive partner resources and support including:

- Dedicated sales and marketing support
- On-site training (sales and technical)
- Demo and evaluation software
- Joint marketing, lead generation, and media programs
- Pre- and post-sales and technical support
- Deal registration and protection

“VKernel’s sales strategy is channel exclusive and we are dedicated to making our partners successful,” said Bill Brown, director of channel sales at VKernel. “The virtualization eco-system is currently evolving to include critical management solutions that partners need to fuel their growth and take advantage of a great market opportunity. It is our goal to have VKernel solutions included in each of our partner’s virtualization eco-system offerings.”

The VKernel Virtual Appliance Suite for Systems Management is a set of “plug-and-play” virtual appliances designed to quickly address real world systems management challenges as organizations migrate to VMware virtual server environments. VKernel products enable IT groups to immediately solve today’s critical pain points by providing visibility into the capacity and resource consumption of each virtual machine. VKernel is currently offering a Chargeback Virtual Appliance for gaining cost visibility and implementing chargeback, and a Capacity Bottleneck Analyzer Virtual Appliance for identifying and eliminating capacity bottlenecks.

VKernel currently has 15 global partners and is actively and aggressively recruiting additional partners to meet the growing demand the company has been generating for its products. For more information on VKernel and to apply for the partner program, visit www.vkernel.com or call 603.590.1030 or 1.866.370.2733.

About VKernel Corporation

Based in Portsmouth, NH, VKernel is dedicated to developing best-of-breed virtual appliances that enhance performance, lower costs, and simplify management of virtual environments of all sizes. As a member of VMware’s Technology Alliance Program, VKernel offers the industry’s only VMware certified Suite of Virtual Appliances for analyzing capacity, chargeback, and cost visibility. In February 2008, VKernel received an initial funding round of \$4.6 million from Hummer Winblad Venture Partners and Polaris Venture Partners. For more information, visit www.vkernel.com.

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