



News Release

## **Rivals.com Selects Compellent SAN to Support Explosive Subscriber and Content Growth**

*Leading sports Web site can now expand capacity in two minutes instead of two hours; lowers storage costs by 40 percent*

**Minneapolis, Nov. 13, 2006** – Compellent Technologies, a provider of affordable and modular enterprise storage solutions, today announced Rivals.com, the online leader for in-depth information, analysis and “the scoop” in college sports and recruiting, has selected Compellent’s storage area network (SAN). Compellent’s Thin Provisioning and unlimited capacity expansion enable Rivals.com to support rapid content and subscriber growth.

Rivals.com has more than 20 million page views each day and supports more than 170,000 active online subscribers. Over the next 8-10 months, Rivals.com expects its photo and video archive to double in size as user-generated content ramps up and video files continue to be added to the site.

“With our Web traffic nearly doubling every year, Compellent allows us to easily respond to the increasing storage demands driven by our rapidly growing subscriber base and all the user-generated content,” said Greg Gough, chief technology officer for Rivals.com. “Compellent’s Thin Provisioning capability has lowered our storage costs by over 40 percent and streamlined capacity planning and management for our IT staff.”

Compellent’s Thin Provisioning feature enables Rivals.com to allocate storage for future growth without having the upfront physical capacity in the SAN. Thin Provisioning only consumes physical capacity when the data is actually written by the application, allowing Rivals.com to delay disk purchases and leverage storage disk drive price erosion to get more capacity at a lower cost.

Thin Provisioning also eliminates the time-consuming capacity planning process that was required with its previous storage systems. IT administrators at Rivals.com now spend less time provisioning storage, expanding and assigning volumes and manually tracking volume utilization. The new ease-of-use has enabled Rivals.com to manage growing demand for storage capacity without adding additional administrators. Expanding storage capacity takes only a few minutes with Storage Center’s intuitive interface, rather than the two hours it used to take to create a new volume, and can be easily performed by any member of Rivals.com IT staff.

### **About Storage Center**

Storage Center builds on its Dynamic Block Architecture to deliver a scalable, open-systems hardware platform allowing businesses to mix and match any number of drives, controllers and enclosures; an integrated foundation of core storage capabilities providing functionality previously available only in high-end systems; a powerful suite of software applications optimizing utilization, automating replication and speeding data recovery; and a single, intuitive, centralized management interface streamlining all storage administration.

### **About Compellent**

Compellent delivers affordable, modular storage solutions exclusively through business partners that provide companies of all sizes enterprise storage capabilities without big system costs or complexities. Designed by network storage and virtualization pioneers, Compellent enables any business to cut storage expenditures in half, recover from data hazards within minutes, scale to any capacity across any technology and easily manage its storage without adding staff. Headquartered in Eden Prairie, Minn., Compellent has raised more than \$53 million in financing from leading investors including Cargill Ventures, Centennial Ventures, Crescendo Ventures, El Dorado Ventures and The Nomura Group. For more information, visit [www.compellent.com](http://www.compellent.com).

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